

EconWorld2015@Torino

Yazılım Firmalarının İç Girişimcilik Özelliklerine Yönelik Bir İnceleme / A Study About the Intrapreneurship Orientation and Characteristics of Software Companies

Ethem Duygulu¹, Volkan Kuyucuoğlu²¹Dokuz Eylül University, Turkey²Dokuz Eylül University, Turkey

A B S T R A C T

The primary purpose of this article is to determine the entrepreneurial orientation of the software companies that are located in the Technology Development Zones. One of the inherently legal obligation of being located in Technology Development Zone, is to work on R&D and innovation. Therefore, this study is expected to be a guide for companies for describing the roles of endogenous variable(s) of entrepreneurial orientation. The research on intrapreneurship focused on three major trends in the literature (Antoncic & Hisrich 2003,p:7-8). First, those emphasized the roles, functions and characteristics of intrapreneurial individuals which are implementing and applying innovation activities. Second, the process of internal entrepreneurship and intrapreneurship process intensified focus on the work of the formation of new corporate initiatives by revealing factors. Third, the studies that focused on entrepreneurial organizations and characteristics of those organizations. In this study –especially focused on entrepreneur organizations and characteristics of them- the 55 companies operating in Izmir City and located in Technology Development Zone as Technology Transfer Offices (TTO) constitute the sample of this research. For collecting the data structured questionnaire forms, in analysis, descriptive statistic techniques used in this study. Entrepreneurship that contains the variables as creativity, innovation, taking risks, make decisions based on environmental conditions, continues to increase its share in promoting the development of society and of social welfare. The TTO Companies was established with the mission of providing benefits to society by synthesizing scientific information and innovative activities. Therefore, entrepreneurial orientation expected to be high as a preliminary argument.

KEYWORDS Entrepreneurship; Intrapreneurship; Innovation

JEL L26, M14, O32