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IT Corporate Entrepreneurship

By Henning Krüp

Cuvillier Verlag Mai 2016, 2016. Taschenbuch. Book Condition: Neu. 212x146x17 mm. Neuware - The role of enterprise information technology (IT) is undergoing a fundamental shift. IT enabled innovations in non-IT companies are one of the upcoming trends in the IS research community. To adapt to the associated changes, firms must develop a strategy that helps overcome the conventional role of IT. Even traditional industries undergo a shift in their innovation strategies, seen, e.g., in the energy sector, whose transformation is fostered by new technologies, such as smart networks to better predict maintenance and improve grid management. IT thus becomes a major element of the firm's innovation process. This cumulative thesis presents four studies on IT innovation management based on 1461 interviews and 354 questionnaires. The results help managers to adjust their leadership strategies and to transform their departments to innovation drivers. The aim of this thesis is to understand the important factors of employees innovation intention to help managers create innovative climates within their departments. 158 pp. Englisch.

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