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OPPORTUNITIES FOR ENCOURAGING INTERNAL ENTREPRENEURIAL INITIATIVES AMONG EMPLOYEES IN MANUFACTURING COMPANIES – CASE STUDY OF THE COMPANY VENDOM

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ABSTRACT

Internal entrepreneurship refers to a process based on the creation of innovative ideas within existing companies with the aim of improving business strategy and achieving long-term success. Creative and innovative solutions arising from the concept of internal entrepreneurship represent a new product, a new service, or a new value that the organization can deliver to other companies. Employee innovativeness largely emerges as a result of individual characteristics, which should represent a significant potential for any company.

The subject of this paper is entrepreneurial initiatives and the possibilities for encouraging them within companies. To that end, the paper presents a case study of a company in the metal industry, showcasing examples of internal entrepreneurial initiatives.

Despite certain risks and challenges that may accompany individual entrepreneurial initiatives by employees, the conclusion is that companies can gain multiple benefits and that the future of modern business must support employee innovativeness through the encouragement and stimulation of their ideas.

Keywords: internal entrepreneurship, manufacturing company, key factors, innovation, management.