

ASPECTS OF INTRAPRENEURSHIP

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Summary:

This report examines the essential role and importance of intrapreneurship for the development of companies in current business environment. The main characteristics of the intrapreneurship are analyzed, as well as the factors related to the creation of a suitable environment for its development. The aim of the paper is to reveal the challenges related to the approaches for generating and evaluating ideas by the employees in an organization, taking into account its specifics. Some trends in the expectations of young people for a motivating and developing work environment are revealed. Furthermore, the role of employees from different management levels in the organization in initiating and implementing ideas in a corporate environment is clarified.

Key words: intrapreneurship; generating ideas from employees; motivation for employee development

JEL: L26; M14; O15; O31

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