

Factors influencing effective entrepreneurship development in organization.

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Abstract:

Entrepreneurship as the process of planning and organizing a small business venture, Marshalling of people and resources to create, develop, and implement solutions to problems to meet people's needs, entrepreneurial performance results from a combination of industry knowledge, people skills, general management skills, and personal motivation. The successful entrepreneur must not only use these skills, but learn to use them and to learn from them. The main objective of this paper is to throw light on the factors that have to be developed in order to cultivate successful entrepreneurship. The secondary data analysis was adopted to assess the competitive advantage of entrepreneurship strategies in developing organizations. The paper demonstrated that Entrepreneur should constantly audit their abilities in these areas, recognize their strengths and shortcomings, and plan how to develop those skills in the future. To make change that will lead to great performance, entrepreneurs must focus first on changing themselves before they try to change the rest of their people.

Key words: Entrepreneurship, Intrapreneurship, Innovation