



The Role of Strategic Entrepreneurship in Increasing Innovation, Competitiveness, Employment and Economic Development

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Abstract

Strategic entrepreneurship is predicated on the combination of entrepreneurship and strategic management. Strategic entrepreneurship could be a new approach in management literature. Moreover, today's business world needs an orientation towards strategic entrepreneurship. Strategic entrepreneurship is a necessity for corporations to form most wealth. During this study, strategic entrepreneurship and strategic management are analyzed.

Keywords: Entrepreneurship, Strategy, Strategic Management, Strategic Entrepreneurship

1. Introduction

The importance of entrepreneurship that has become a preferred subject these days is step by step increasing day by day. Not solely entrepreneurship being the generator of development, however conjointly strategy and strategic thinking notably in terms of corporations have become extremely vital. Today's business world has got to be entrepreneurial and strategic so as to form wealth and to be competitive. During this sense, the conception of strategic entrepreneurship that's the intersection of entrepreneurship and strategic management seems as a replacement approach in management literature. During this study, strategic entrepreneurship is analyzed, and its importance for corporations is mentioned.