MANAGING EMPLOYEE TO BECOME A LOYAL INTRAPRENEUR IN A CORPORATION

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Abstract

Intrapreneurship is the way of an employee to innovate the corporation’s visions into an idea of profitable product. Intrapreneur is the person who takes that direct responsibility through assertive risk taking innovation.

In a corporation, it is very important to have Intrapreneurs. In fact, the number of Intrapreneurs in Indonesia is close to none. This is the challenge for every CEO to motivate his subordinates to actualize them self.

We make this paper to analyze the steps of developing employees into Intrapreneurs so that they can empower their corporation. We observe by using methods of literature that based on the recently facts. We compose this discussion from different aspects, however we emphasis our research in Psychological aspect.

With this discussion, we hope we can encourage CEOs to educate their subordinate to become an Intrapreneur. The result of successful Intrapreneur that we meant is a loyal, dedicated person and giving a positive result for their corporation.

Key words: Intrapreneurship, motivate, corporation, loyal, dedicated.