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# IT CORPORATE ENTREPRENEURSHIP



Henning Krüp

IT Corporate Entrepreneurship –  
Identifying Factors for IT Innovations  
in Non-IT Companies

Band 82



Cuvillier Verlag Mai 2016, 2016. Taschenbuch. Book Condition: Neu. 212x146x17 mm. Neuware - The role of enterprise information technology (IT) is undergoing a fundamental shift. IT enabled innovations in non-IT companies are one of the upcoming trends in the IS research community. To adapt to the associated changes, firms must develop a strategy that helps overcome the conventional role of IT. Even traditional industries undergo a shift in their innovation strategies, seen, e.g., in the energy sector, whose transformation is...

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