

MODELOM KORPORATIVNOG PREDUZETNIŠTVA U STICANJE KONKURENTSKE PREDNOSTI

ACQUIRING COMPETITIVE ADVANTAGE THROUGH THE MODEL OF CORPORATE ENTREPRENEURSHIP

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Rezime

Osnova uspešnog poslovanja u savremenoj privredi je sticanje konkurentske prednosti stvarajući klimu u organizaciji koja neguje ponašanje i inovativnost na nov način, na način kako to čine mnogi uspešni preduzetnici. Preduzetničko ponašanje u savremenoj organizaciji se ne povezuje isključivo za jedno lice i njegove sposobnosti i iskustvo, već se sve više oslanja na timski rad. U tom smislu razvijen je model korporativnog preduzetništva, koji potencira timski rad, čiji su članovi motivisani da rade na postizanju uspeha. Svaka velika kompanija mora da bude u stanju da istovremeno radi tri bitne stvari – da unapređuje, da proširuje i da inovira.

Primena koncepta korporativnog preduzetništva u preduzećima treba da omogući formiranje uslova za uspešniji tržišni nastup i za postizanje konkurentske sposobnosti domaćih preduzeća.

Ključne reči: korporativno preduzetništvo, konkurentnost, inovativnost

Summary

The basis of successful business in the modern economy is the acquisition a competitive advantage by creating a climate in an organization that fosters innovation and behavior in a new way, the way done by many successful entrepreneurs. Entrepreneurial behavior in modern organization is not related only to one person and his ability and experience, but increasingly relies on teamwork. In this respect, we have developed a model of corporate entrepreneurship, which emphasizes teamwork, whose members are motivated to work towards achieving success. Every big company has to be able to work simultaneously on the following important things - improvement, expansion and innovation.

Applying the concept of corporate entrepreneurship in companies should allow the formation of conditions for successful market performance and achievement of competitive capabilities of domestic enterprises.

Keywords: corporate entrepreneurship, competitiveness and innovation

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