



World Conference on Technology, Innovation and Entrepreneurship

The Intersection of Entrepreneurship and Strategic Management: Strategic Entrepreneurship

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Abstract

Strategic entrepreneurship is based on the integration of entrepreneurship and strategic management. Strategic entrepreneurship is a new approach in management literature. Moreover, today's business world requires an orientation towards strategic entrepreneurship. Strategic entrepreneurship is also a necessity for companies to create maximum wealth. In this study, strategic entrepreneurship that is the intersection of entrepreneurship and strategic management is analyzed.

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Peer-review under responsibility of Istanbul University.

Keywords: Entrepreneurship, Strategy, Strategic Management, Strategic Entrepreneurship

1. Introduction

The importance of entrepreneurship which has become a popular subject today is gradually increasing day by day. Not only entrepreneurship being the dynamo of development, but also strategy and strategic thinking particularly in terms of companies has become highly important. Today's business world has to be entrepreneurial and strategic in order to create wealth and to be competitive. In this sense, the concept of strategic entrepreneurship that is the intersection of entrepreneurship and strategic management appears as a new approach in management literature. In this study, strategic entrepreneurship is analyzed, and its importance for companies is discussed.

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