

The integration of intrapreneurship into a performance management model

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Abstract

This study aimed to investigate the feasibility of using the dynamics of intrapreneurship to develop a new generation performance management model based on the structural dynamics of the Balanced Score Card approach. The literature survey covered entrepreneurship, from which the construct, intrapreneurship, was synthesized. Reconstructive logic and Hermeneutic methodology were used in studying the performance management systems and the Balanced Score Card approach. The dynamics were then integrated into a new approach for the management of performance of intrapreneurial employees in the corporate environment. An unstructured opinion survey followed: a sample of intrapreneurship students evaluated and validated the model's conceptual feasibility and probable practical value.

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