

Abstract

The Incorporated entrepreneurship is scrutinized in this research investigation that is one of the most significant factors of lasting and sustainable expansion and development process, in strategy process background. Corporate entrepreneurship is connected with the habits of the company on decision making methods. The un-focusing and decentralization of this process shapes an organic structure which the laborers can take steps. That will develop and expand the entrepreneurship process from business leaders and owners to the whole corporation. The effect of combined and corporate entrepreneurship and distinct strategy processes on abstract and concrete performance is also investigated in present research survey. The field and sector of this research work is the industrial firms and companies of Istanbul that include the members of Istanbul Chamber of Industry. The hypothetic research comprises the type of research survey. The Data collection method is based on survey study. The method of Sample selection was random.

Keywords: Aggressive, Competitiveness, Corporate entrepreneurship, Strategy process, Istanbul, Innovation, Risk taking, Reactiveness