

DIGITAL INTRAPRENEURSHIP IN EDUCATION

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Abstract

For decades, intrapreneurship has been, and is still, promoted to employees as a way to capture the creativity and excitement of entrepreneurship, although with more resources and less risk. Intrapreneurship creates opportunities for individuals to be innovative and entrepreneurial within and for the organisation that employs them. The ways in which intrapreneurs act have not changed, unlike the business context surrounding them. Digitalisation has opened the path for new intrapreneurial opportunities; however, the amount of attention paid to the role of digital intrapreneurs within existing organisations is limited. We present our own definition of digital intrapreneurship and position our definition in the digital landscape where modern companies operate.

Key Words: *Digital Intrapreneurship in Education.*

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Introduction:

Intrapreneurs are not merely talented speakers and polished PowerPoint presenters. They are individuals capable of making quick prototypes, testing ideas with potential customers, learning what works and what does not work, redesigning their products, testing them again, and pushing through or around whatever barriers are in their way. They are self-motivated, proactive, and action-oriented employees who take responsibility for turning an idea into a profitable business reality for their employer. Digitalisation and digital transformation have opened new intrapreneurial possibilities. Digital tools and technologies are transforming business strategies and processes, firm capabilities, and key interfirm and customer relationships. These changes are not exclusively relevant to organisations focussing on digital products and services; they also affect how firms in traditional industries do business. Digital technologies are creating or changing most jobs and future growth opportunities. Digitalisation even transforms creative industries like music and film. Fundamentally,

digitalisation puts enormous pressure on companies and individuals to reflect on their current strategies and explore new business and career opportunities.

Indian Companies Practicing Intrapreneurship:
ITC India

ITC is known to foster the culture of employee ownership and to give them enough autonomy. It is the concept of intrapreneurship that allowed the company to procure Agri-products directly from farmers, while allowing farmers online access to faraway markets. The idea of e-chou pal germinated when Sivakumar, a manager in the ITC Group's Agri business unit, approached ITC's chairman, with a request of Rs 50 lakhs to test an idea. He wanted to procure farm produce from soya farmers in Madhya Pradesh, thereby eliminating middlemen. Today, e-Chou pal, reaches out to millions of farmers growing a range of crops in over 40,000 villages. It provides valuable information to farmers such as weather forecasts, domestic and international commodity prices, and better crop management methods. It has boosted the productivity of farmers and made the Agri-products market more competitive.

SAP Labs India

A market leader in Enterprise Resource Planning (ERP) application, the company runs a program named InnVent, short for innovation and venture challenge to motivate their employees to think out-of-the-box.

A notable story is that of Hemant Rachh, a Bengaluru-based product expert in SAP Labs India, and his colleagues who came up with an idea of an artificial intelligence (AI)-powered software that could convert leads into sales. Convinced of it as a product, the four-member team decided to pitch it at the annual SAP Labs India programme, InnVent. “The programme is exactly the same as going to a venture capital firm for funding your startup idea and we could do it while we had a corporate job,” Rachh was quoted as saying.

Tata Group

Tata Inno Vista is a unique 'One Tata' platform for recognizing and celebrating innovations of the Tata companies at the group level. Participating in the group-wide initiative encourages and motivates the teams and promotes a culture of collaborative innovation, learning and sharing. Innovative ideas created within the Tata Group include ideas based on many new technologies: AI & ML, AR / VR, Digital Twin, Smart Health Monitoring etc.

Review of Literature:

(**Alam, M. Z., Kousar**) stated that emerging digital technologies are called exponential because every few years their capabilities are doubled. Because they are rapidly becoming impactful, exponential technologies like the Internet of things (IoT), artificial intelligence (AI), machine learning (ML), 3D printing, robotics, and blockchain are creating many new opportunities in most industries almost every year.

IoT, for instance, opens up new possibilities for product development, logistics, and improved business processes (**Fabio, A., and Duradoni, M. (2019)**). IoT also provides powerful tools for tracking the quality, the ownership history, and the social and

environmental attributes of the supply chain. This might greatly increase the capacity of organisations to manage their supply chains and address the sustainable development goals.

(**Farrukh, M**) stated in his book that creating that environment requires supportive managers to protect and coach one or several intrapreneurs that they personally trust and want to empower. Many such managers produce many empowered intrapreneurs. The collaboration between intrapreneurs and sponsors can be facilitated by a culture that permits them to act. Together these factors can lead to great levels of digital innovation.

Objectives of the Study:

- ✚ To understand the significant role played by Intrapreneurs
- ✚ To highlight the practical implications of Intrapreneurship

Data Collection Methods:

There search is descriptive by nature .Data has been collected from secondary sources only.

Significance of the Study:

Digital intrapreneurs are employees who use their entrepreneurial spirit for the benefit of their employer and simultaneously to give meaning to their work by implementing their ideas to produce impactful digital innovations. Although digital transformation is currently impact in galarge variety of businesses, we have noticed a limited display of attention towards the role of digital intrapreneurship within traditional industries. Nevertheless, digital intrapreneurship plays a significant role in such industries by increasing production speeds, streamlining logistics, managing processes, lowering costs, handling supply chains, supporting low-cost customisation, managing risks, and allowing companies to build more responsive relationships with customers. and development. Students in higher education are in a phase of their life when career development is central. Career exploration

is positively associated with career commitment.

Findings based on Secondary Data:

The paper has implications for teachers and higher education institutions which develop, implement, and teach DIE courses, as well as for the students who take part in them. The view of DIE as a career exploration intervention is a new one, but an important perspective to integrate in practice. For teachers, this perspective has implications for how teaching is planned and conducted. Being a teacher on DIE courses entails great responsibility, as many courses tend to push the students out of their comfort zone. This provides an opportunity for growth through overcoming challenges, but also adds the risk of students ending up in the panic zone and thereby dropping out of courses having experienced failure and feeling that they were not able to master the context. Hence, it becomes essential for DIE teachers to balance the challenge and support aspects of DIE courses. While challenges should not be avoided by any means, it is essential to ensure that these become opportunities for growth.

Conclusion:

Digital Intrapreneurship remains an important way to capture the creativity, excitement, and energy of entrepreneurship within a larger firm. It can let employees pursue their ideas with more resources and less personal risk than they would have if they had gone out on their own. The digital transformation of our society is creating challenges for existing firms and many

Opportunities for both entrepreneurs and

intrapreneurs. The benefits of digital intrapreneurship are not just in the new products, but also in the better ways for delivering existing goods and services, often with fast results. Digital intrapreneurship creates opportunities for more intrapreneurs than the traditional applications of intrapreneurship. Creating systems and a corporate culture for supporting digital intrapreneurs is a core competency for the times of rapid digital transformation. Some ways of doing that include a clear organisational vision for digitalisation, valuing, training, and supporting intrapreneurs. However, making a choice to pursue one outcome also necessitates the dismissal of others. As the paper shows, there are many different outcomes to study and several of these would have been interesting to study in the DIE courses. Nevertheless, I believe that it serves as a first step towards closer integration of DIE and career development theory,

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