

## **CORPORATE ENTREPRENEURSHIP: A REVIEW OF CONCEPTUAL AND THEORITICAL ISSUES**

**ESTHER GARGA**

Yobe State University Damaturu, Yobe State, Nigeria

### **ABSTRACT**

The objective of this study is to review studies carried out on corporate entrepreneurship, to explore the concept/theories of organizational change in entrepreneurial organizations and to highlight important of such in research with a view to capture the conceptual and theoretical issues. Content analysis was used to analyze the reviewed concept and theories of corporate entrepreneurship for better understanding. The study reveals that in each theoretical perspective, the entrepreneur has a role to play. Organizational ecology perspective, the role of the entrepreneur is to fit the organization to its environment. In the evolutionary perspective, it is to find solutions to specific problems and direct organizational resources in such a way that the firm will not be selected out. In the continuous change perspective, the role of the entrepreneur is to make sense of his/her environment and redirect individuals as well as to enact change in the environment. The role of the entrepreneurship the cognitive perspective is to understand why individuals do the things they do, to create cultures conducive to change, and to provide opportunities for individuals to acquire knowledge and training. In conclusion the study has reviewed the theories of organizational change because corporate entrepreneurship is a process of organizational change and it applies to all levels.

**KEYWORDS:** Corporate Entrepreneurship, Organizational Change, Innovation and Strategy