

STRATEGIC ENTREPRENEURSHIP: THE ROLE OF HUMAN RESOURCE PRACTICE AND IT CAPABILITIES IN MANAGING PERFORMANCE FIRM

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Abstract

Research on Corporate Entrepreneurship is currently being widely discussed by researchers. It is companies that try to continue to achieve targets, and how the internal environment helps or supports the company in achieving its vision and mission. Internal environment is people and technology, in the process helping the company to achieve what has been formulated. In utilizing an information technology (IT), business operations and IT investment must be strategically coordinated and aligned.. This research uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach. Data is collected from 100 business units from divisions that are directly related to measurement variables, namely Information & Technology, Human Resources and Operations in several industrial pillars in Indonesia. The findings highlight that technology has a direct impact on corporate entrepreneurship because the progress of the times makes every industry player need to implement technology for data integration. And Human Resources also has a direct impact on Corporate Entrepreneurship where every organization needs to implement Strategic Human Resources to assist employees in hire to retire activities. These two variables are also assisted by dynamic capability, so that each individual or platform used has followed the applicable rules, thus leading to Learning Growth and Internal Business Processes in good performance.

Keywords: Corporate Entrepreneurship, Human Resource, IT Capabilities and Dynamic Capability