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Title

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Abstract

Abstract This paper compares a sample of 124 independent high technology entrepreneurs with 112 corporate entrepreneurs (intrapreneurs) involved in developing and introducing high-tech innovations across Canada. The study investigates the general management and technical problems faced by these entrepreneurs and contrasts their approach to such issues as market research, financing and production. The approaches used by the two groups in analyzing their markets and in planning and financing of innovations are compared and contrasted. In general, the independent entrepreneurs were technically trained, usually possessing engineering training but no general management training or experience, neither themselves nor members of their management team. Corporate entrepreneurs were as likely to come from management backgrounds as technical, or else supported their lack of general

Keywords (5 words)

KEYWORD1 KEYWORD2 複数かつ長いキーワード用にセルを連結& minipage