

The Influence Of The Middle Managers' Entrepreneurial Behavior For New Opportunities Performance In Corporate Entrepreneurship.

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Considering the entrepreneurial phenomenon, in relation to the new opportunity recognition and its exploitation meant for new concepts within an existing corporation, we found that the experience and creativity of middle managers is associated positively with the performance of new opportunities. This paper uses the theory of corporate entrepreneurship to explain the middle managers' entrepreneurial behavior in the recognition and use of new opportunities, taking into account the middle managers' creativity and experience akin to elements of iteration between organization and resources according to the characteristics and objectives of the corporation. We found that the experience and creativity of middle managers is associated positively with the performance of new opportunities. This research contemplates organizations that are recognized as having cutting edge technologic reputation: HP (Information Technology Solutions), Sanmina SCI (Microchip Electronic Manufacturer) and Tec de Monterrey (High Technology Professional University). Multiple regression analysis was used to explore the relationship between middle managers' creativity, experience and new opportunity performance. We are conducting a survey answered by 308 middle managers: 87 division managers, 221 champion or team project leaders. The result of this survey demonstrate that creativity and experience have a positive relation with new opportunity performance, in regards to entrepreneurial phenomenon (Full model $R^2 = .878$). Standardized coefficients: Experience=0.394 $p<0.001$, Creativity Discovery=0.160 $p<0.001$, and Creativity Implementation = 0.543 $p<0.001$. Besides, the champion or team project leaders moderate the Creativity Discovery for new product development depending on the entrepreneurial phenomenon, standardized coefficient = - .074 $t = - 2.055$ $p<0.05$.

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