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**ASSESSMENT OF
CORPORATE ENTREPRENEURSHIP
AND THE LEVELS OF INNOVATION IN THE
SOUTH AFRICAN
SHORT-TERM INSURANCE INDUSTRY**

by

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SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE
DEGREE
DPHIL IN ENTREPRENEURSHIP

in the
FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

at the
UNIVERSITY OF PRETORIA

SUPERVISOR: PROF JJ VAN VUUREN

Pretoria, South Africa

April 2010

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude and appreciation to the following people without whose assistance this study would not have been possible:

- First and most important I thank God Almighty for His grace, love and unconditional support for completing this study.
- My promoter, Prof Jurie van Vuuren, for his expert advice, guidance and assistance. Thank you for all your support and willingness to be there for me whenever I needed you.
- My husband Riaan and two children Ruan and Divan, for believing in me, understanding, love and support. I neglected all of you many times but you kept me going and always motivated me when times were tough.
- My parents, mother-in-law and family who motivated and encouraged me in difficult times.
- My colleagues in the Department of Business Management at the University of Johannesburg for their encouragement and assistance. In particular I would like to thank Prof Cecile Nieuwenhuizen for granting me study leave and believing in me as well as Carina van der Westhuizen who prayed for me every day.
- The respondents and management of the companies that participated in this study.
- Rina Owen for her speedy data processing. You inspired me and made the analysis of the statistics much more understandable.
- Mike Mossop for taking care of the linguistic and editorial aspects.

SUMMARY

ASSESSMENT OF CORPORATE ENTREPRENEURSHIP AND THE LEVELS OF INNOVATION IN THE SOUTH AFRICAN SHORT-TERM INSURANCE INDUSTRY

By

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Degree: PhD Entrepreneurship

The global economy is creating profound and substantial changes for businesses and industries throughout the world. These changes make it necessary for businesses to examine their purpose carefully and to devote a great deal of attention to selecting and following strategies in their pursuit of the levels of success that have a high probability of satisfying multiple stakeholders. There is a significant amount of written consensus regarding corporate entrepreneurship as a means for promoting and sustaining global corporate entrepreneurship and economic growth. This consensus focuses mainly on international businesses and not on South African businesses. Before corporate entrepreneurship and innovation can be instilled in an industry or business the current status must first be determined. Little empirical research is available in the South African context that indicates the successes and failures of corporate entrepreneurship in businesses. This study addresses the management dilemma that exists (particularly in South Africa) as how to foster and implement corporate entrepreneurship in businesses to sustain this competitive advantage and improve performance.

Ireland, Kuratko and Morris (2006) developed a corporate entrepreneurship health audit instrument to assess corporate entrepreneurship and innovation in a business. The

purpose of this study is to make use of this health audit instrument to assess the corporate entrepreneurial and innovative levels in the South African short-term insurance industry.

The empirical evidence indicated that significant statistical differences exist between the employees in the short-term insurance industry in terms of various aspects of the degree and frequency of entrepreneurship, and various corporate entrepreneurial climate factors (management support, work discretion, time availability and organisational boundaries). The results of two self-administered questionnaires revealed that gaps exist in the businesses in terms of the various business units as well as the management levels. A corporate entrepreneurial development programme can be developed to address these gaps. The study proved that an international instrument can be applied in a South African context. Because this was the first formal study being done in the field of corporate entrepreneurship in the South African short-term insurance industry, it can serve as a benchmark for individual short-term insurance businesses.

DECLARATION OF ORIGINAL WORK

I, Darelle Groenewald declare that the thesis presented here is my original work except where indicated, which is submitted to the University of Pretoria in partial fulfilment of the requirements for the degree DPhil in Entrepreneurship. This research work has not been presented to any university in the past.



2010-03-05

SIGNATURE

DATE

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