

L. A. Zampetakis & V. Moustakis (2006). Public entrepreneurship as innovation diffusion In *Proceedings of the 6th European Academy of Management (EURAM) Annual Conference: Energizing European Management*, Oslo, Norway (May).

ABSTRACT

Contemporary research on corporate entrepreneurship in the private sector suggests that a strong relationship exists, between the internal entrepreneur and the innovation process. Yet, although a high percentage of the innovations introduced in the public sector arise from middle managers and front line staff and suggestions have been made on the factors that influence such behavior, there are little empirical evidence on the ways policy makers should address such factors. Internal Marketing holds that employees are viewed as internal customers and that contributes to employee effectiveness. Based on the premise that attitudes predict intentions and intentions predict actual behavior it is the purpose of this article to extend earlier research on empirical assessment of the factors influencing corporate entrepreneurship among front line staff in the public sector. The paper presents the results of a survey based on a random sample of 223 public servants working at prefectures, the second level of Greek local government. Full profile, conjoint analysis and cluster analysis was applied, using an appropriate survey instrument. Drawing from earlier research, different attributes that foster corporate entrepreneurship and their corresponding levels were used to form several scenarios which then were evaluated by public servants according to their preferences. Results indicate the preferred way corporate entrepreneurship factors should be introduced to the public sector setting. Moreover four distinct clusters of respondents were identified. The findings of this paper provide a well-documented framework in addressing corporate entrepreneurship in the public sector. Research findings are useful to policy makers interested in formulating a strategy that fosters corporate entrepreneurship in the public sector setting.