

EXECUTIVE SUMMARY

The persistent pressure of corporate competition stemming from globalization, technological eruptions and artificial intelligence in modern corporate world are progressively buffeting corporate firms. One of the solutions for corporates to withstand these heavy storms is through unleashing the entrepreneurial soul latent in its human resource enabling these workforces to carve out new pathways, initiate new projects, defy established status quo in their firms and create fresh ground. There is a substantial body of knowledge pertaining to unleashing entrepreneurial dynamisms in individuals of corporate firms referred to as intrapreneurship or corporate entrepreneurship. Intrapreneurship has gained more acceptance than before, as this look at the corporate world in a fundamentally different paradigm. An intrapreneurial leader looks away from traditional competition and focuses more on entrepreneurial pathways to overcome challenges. Further, this case study explained in understanding the concept behind intrapreneurship and how to integrate it into the core of a firm examining the potential and challenges of intrapreneurship.

The case study in concern gathered evidence from an aviation training institute in Sri Lanka that has achieved sustainable organizational outcomes both quantitatively and qualitatively due to the intrapreneurship. The General Manager has been selected as the key inspiration for intrapreneurship whose behavior was investigated overtime to determine the sustainable outcomes. The data was collected over a period of three months through interviews, key observations, focus group discussions and other sources of secondary data. A qualitative as well as a quantitative method was undertaken to study the case and formed reliable conclusions.

Case study resulted in a few key important findings. There was a solid evidence to justify that intrapreneurship has led SLAC to sustainable growth. Execution of Intrapreneurial leadership style of General Manager, obtain and implementation of international accreditations and standards & achievement of operational efficiency were identified as key drivers of sustainable growth through intrapreneurship. It can be also mentioned that followers contributed more of their efforts to intrapreneurial leaders who practice intrapreneurship and in the context of an aviation training environment the results demonstrated to be more sustainable in the long term horizon.