

Internalisation of Markets and Internal Entrepreneurship: Competition or Co-operation?*

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This text deals with two of the most popular concepts of organizational marketization: “intrapreneurship“ (corporate entrepreneurship) and the “internalisation of markets“. Historical roots and their development are subject of discussion as well as their internal logics, their mutual complementarity, and potential contradictions. Normally both concepts comprise the staging of enlarged rooms for participation while at the same time couple employees to market risks they can hardly control. Furthermore the intrapreneur concept is highly contradictory and faces those affected with problems they can barely solve.

Key words: intrapreneurship (corporate entrepreneurship), internal markets, cooperation, competition, role conflicts

1. Shifting of market demarcations (SMD)

In the last two decades the “praise of the market” has become one of the dominant phenomena not only in economics but in general. Even more: the

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