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TRIGGERING EVENTS FOR CORPORATE ENTREPRENEURSHIP LEADING TO INVESTMENTS IN RENEWABLE ENERGY

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Abstract

Renewable energy investments may be threatened by uncertainty regarding current support regulations. Incentives for investments would need to integrate more aspects regarding the companies that enter the renewable energy market. The current paper explores the triggering events for corporate entrepreneurship that lead to investments in the renewable energy field. It presents an empirical analysis based on a qualitative approach, aiming at identifying which types of triggering events influence the decision to invest in renewable energy most, while also providing insight into the characteristics of these companies. The study relies on data collected from 30 companies that have undertaken corporate entrepreneurship activities in the renewable energy field. The targeted companies were both companies with no energy background, which decided to broaden their portfolio by entering the renewable energy market, and providers of conventional energy which also invested in renewable energy. The findings of the study contribute to the understanding of factors that influence the investors' decision to enter the renewable energy market and may represent basis for further research that would consolidate the formulation of renewable energy policies. Results show that opportunity-driven events may have a higher impact on corporate entrepreneurship in the renewable energy field, and that the decision within the company to diversify its domain of activity may also rely on non-financial drivers.

Key words: corporate entrepreneurship, renewable energy, triggering events

Received: May, 2013; Revised final: February, 2015; Accepted: February, 2015

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