

Today's economy is becoming more and more competitive, it is more and more difficult to enter the market and to stay on it. Innovations are becoming very important and activities of companies are based on knowledge that they are able to create, use and maintain. In those conditions it is very difficult to be successful using the traditional ways of doing business. One of the answers to that and a good way to achieve success in business is corporate entrepreneurship. Unlike the individual entrepreneurship, which is about starting a new business by the entrepreneur on his own, corporate entrepreneurship means starting a new venture (new project, new product, new way of production) within existing company and using the resources that the company possesses. Entrepreneurial companies are characterized by being innovative (frequently introducing new products, services and ways of production), proactive (being ahead of competitors in terms of new products and services instead of responding to what other companies are doing) and taking risk (investing resources in projects that will not necessarily be successful). Therefore, a lot of efforts of business practitioners and management academics are directed at making companies more entrepreneurial. We think that one of the most important (and very often neglected) factors in this regard is appropriate style of leadership, especially what we call 'positive leadership', that is why the project is important and worth approaching.

The overall objective of the project is then to establish how positive leadership style influences corporate entrepreneurship. So the major question is: Is positive leadership style a good one for creating and sustaining corporate entrepreneurship? But what exactly do we mean by positive leadership? In management science many leadership styles have been recognized, for example directive leadership which is about giving orders and controlling their execution or democratic style which is about taking decisions together with subordinates. Positive leadership is based on positive psychology and positive organizational scholarship. Positive psychology is an approach in psychology that instead of focusing on problems tends to draw attention to strengths of people and how can they lead them to well-being, flourishing and happiness. Positive organizational scholarship takes that to organizational level, so investigates how to achieve well-being, flourishing and happiness of employees and success of companies at the same time. Positive leadership is therefore about achieving flourishing of followers (employees) which makes them even more effective not because they have but because they love what they are doing.

There are a couple of types of positive leadership: (1) authentic leadership (building the leader's legitimacy on honest relationships with followers built on an ethical foundation, based on: self-awareness, relational transparency, balanced processing and internalized moral perspective), (2) fundamental state of leadership (higher state of awareness, that, can be achieved by combining: results orientation, internal direction, other focus, and external openness) and (3) positive deviance (building positive climate – fostering compassion, forgiveness and gratitude, positive relationships – building energy networks and reinforcing strengths, positive communication – using supportive communication, and positive meaning – affecting human well-being, connecting to personal values and building community). In the project we aim at integrating those concepts into one and establishing how each of them (and the final integrated concept) affect corporate entrepreneurship among followers. We also want to learn how the impact of positive leadership on entrepreneurial actions is further modified by: leader's psychological capital (hope, optimism, self-efficacy and resilience), followers' psychological empowerment (meaning, competence, self-determination and impact), perceived organizational support and organizational justice. Moreover, we want to investigate if positive leadership works in the same way in different external conditions, such as dynamism of the industry.

We will attempt to answer the above questions using a variety of research methods. First of all, we will improve our understanding of the complex relationships by reviewing the available literature. In this way we also want to learn how to measure the factors that we will research. Then, after planning the research activities we will conduct a questionnaire survey on around 500 companies, where we want to question both a manager and at least one of her/his followers (what we call a 'dyad') to get information from both sides. We also might question more followers, as they will differ in personality and approach. Moreover, we will conduct so called 'diary studies' with smaller number of respondents (50). They will fill a special diary over a period of time (at least 3 months) and then sum-up what they experienced. After processing and statistical analysis of the data we will be ready to present the results.

Dissemination, communication and transfer of knowledge are important tasks in our project. We want to spread the results to the biggest number of different audiences and people. First of all, we want to disseminate the results in academic world by publishing a book, secondly we want to transfer the knowledge to business practice by organizing seminars for managers with chambers of commerce. Another important group are high-school and university students for whom we will organize special classes. Finally, we will communicate to general public by creating diverse forms, such as youtube channel, facebook and twitter accounts and press releases.