

Web-Based and Real-Life Idea Management Systems: Theoretical and Practical Evidence of Disparities and Parities

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Abstract

Purpose of the article Digitalization and innovations change the nature of economic and management in the 21st century and digital technologies are the main game changers. Idea Management Systems (IMS) provides systematical and manageable idea generation and evaluation process, but web-based IMS provides the opportunity to manage these processes digitally. The main questions: (1) what are the main parities and disparities of real-life and web-based IMS; (2) what are the main management elements in both versions of IMS. This research will fill this research gap by providing the disparities and parities of these systems and their management processes.

Methodology/methods Research method to create comparison of parities and disparities between real life and web-based IMS will be applied systematical and analytical literature analyses from scientific databases. Case studies will be applied to characterize the main elements in management contexts in both versions of IMS.

Scientific aim Scientific aim to analyze web-based and real-life IMS from theoretical and process management contexts.

Findings Findings literature review results highlights that the main parities of these systems are in function level, application types, but the main disparities in management, competences, resources, involvement aspects.

Conclusions Even IMS in real-life and web-based versions provides the same idea management functions, there are disparities in management process, competences and resources that organizations need to apply these versions of IMS. Author propose to mix real-life and web-based IMS application types to gain the benefits from both application versions.

Keywords: Idea management, Idea management systems, Innovation, Management, Application, Technologies, Digitalization

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