

Idea Management Systems Application Framework in Enterprises

Elina Mikelson^a, Tatjana Volkova^{b,*}, Aivars Spilbergs^b, Elita Liela^b

^a *Idea Innovation Institute, Ltd. Latvia*

^b *BA School of Business and Finance, Kr.Valdemara Street 161, LV-1013 Riga, Latvia*

Abstract

Purpose of the article The ongoing changes in the world have made the use of knowledge and information technologies for the greater good a clear priority. There is a scientific and practical topicality of information technologies that help to manage knowledge and information. There are different kinds of information management systems, such as electronic messaging systems, collaborative systems, group decision support systems, etc. Among such tools are web-based idea management systems (IMS). Efficient use of IMS can contribute to the success of the company if it is strategically applied. This article will look at the framework for the use of IMS and its constituent elements.

Methodology/methods As the research method an expert interviews have been conducted to verify and supplement the results obtained. The interview questions are based on survey and database analysis, including key questions. Two interview options have been developed, where question groups do not differ but the wording of the questions is different. Criteria were developed for the selection of experts. A total of 10 experts were put forward out of which 6 agreed to the interview.

Scientific aim Scientific aim is to create a framework to support and increase the results of IMS use in enterprises, based on the expert interviews.

Findings All experts agreed that companies from every industry and size have the same perspective to use IMS, but industries where the level of competition is high, it must be a daily routine. There are active/passive IMS application types and internal/external and mixed IMS application types. In IMS usage framework are summarized not only application types and main users, but also – geographical perspective of application, rewards, tasks, sources involved, idea types, adaption elements, results and benefits. In interviews, experts have also highlighted the advantages of managing ideas: creating competitive products, providing sustainability, increasing employee loyalty, etc.

Conclusions/Contribution The IMS user profile is presented. The usage of IMS is described. Overall IMS usage framework has been established.

Keywords: Idea management, Application, Idea management systems, Information management systems

JEL Classification: M11, M15, M19

* Corresponding author.

E-mail address: tatjana.volkova@ba.lv