IDEA MANAGEMENT SYSTEM - AN ESSENTIAL COMPONENT IN THE IMPROVEMENT OF QUALITY

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ABSTRACT

The objective of this study was to identify factors that contribute to success in managing ideas and consequent business innovation. The method used was the case study applied to some companies. During the investigation, factors considered essential for the success of an idea management program were identified, of which we highlight, among others, evidences the results, involvement of the top management, establishment of goals and objectives; recognition; dissemination of good results. This study intends to contribute to innovation in enterprises through creation and management ideas.

Keywords: Idea, quality, innovation.

INTRODUCTION

A result of the globalization of economy and the pressure to meet increasingly demanding and complex markets, the manufacturing sector was forced to run profound changes to enable businesses to become more competitive. According to Dahl (2010), company owners are always looking for new ideas, ways of reducing costs, improving products and services, and increase revenue. Thus, according to Yan and Makinde (2011), many companies are adopting innovation strategies to develop new products and services more quickly. These companies need, ever more, the ideas of its employees, which can be awarded for their creativity.

According to Dijk et al. (2002), most companies emphasize innovation in their strategy, but inconsistently with that strategy, do not fully use the creativity of its employees, customers, suppliers, and others with whom they relate. This inability undermines the power to innovate because the creativity of people is a source of new ideas which, in turn, enable the achievement of improvement and innovation. Organisations, from all sectors, are facing a continual need to develop sustainable creativity and innovation as a result of increasingly rapid market, technology and people-based change (McAdamm, 2004).

Several authors, such as Gorfin (1969) and Dijk et al. (2002) state that suggestion system/idea management system are designed with the primary objective to stimulate and capture ideas from employees. They are therefore an important tool to channel creativity in an organization. However, companies vary widely as to the success of their suggestions system/idea management system.

RESULTS AND CONCLUSIONS

Some factors affect the success of idea management system and, if not taken into account, they can definitely compromise the results. Based on the literature review and interviews
conducted, some determining factors were identified for the success of the idea management ideas system, which include among others: 1) Evidence of outcomes - that means a clear understanding of the contribution that the ideas of employees represent to the achievement of strategic objectives; 2) Involvement of top management - this factor is reflected in the statement of interest by top management for new ideas; 3) Establishment of goals and objectives - the objectives and targets for the ideas are set by top management and can manifest, among others, through rankings and idea competitions; 4) Recognition - recognition can be achieved by assigning a monetary prize, a gift, a gentleness, a compliment, or just a thank you! 5) Dissemination of good results - to disseminate the results means to make known to all employees how their ideas contribute to achieving the strategic objectives of the company and that the respective authors of the ideas are recognized; 6) Willingness to share and develop ideas - willingness to share and develop ideas is an essential factor for the success of an idea management program; 7) Total transparency in the management of ideas - full transparency of the idea management process is a very important factor; 8) To keep a dynamic and energetic attitude.

This research focuses on the topic of idea management system, and had as its main aim to identify the factors that promote success in managing ideas, based on the case-studies. The idea management system encourages creativity and participation of employees in the resolution of the company's problems and the consequent innovation of products, processes and services.

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REFERENCES