Abstract

While innovation and creativity are critical to an organization's success, it cannot be forced or even created only by top company executives or dedicated innovation teams. Instead, the appropriate environment and processes need to be crafted, so that an employee's innate creativity is naturally forthcoming. This paper presents a project that was developed in order to promote the human capital of an entity or organization through individual dissemination of ideas whose context is to improve processes, reduce costs, increase efficiency or to simplify administration and bureaucracy. The platform provides to all employees of an organization the opportunity to express their ideas publicly. The ideas are anonymously approved a priori and the adopted voting process follows the methodology of Likert.
An Approach of an Idea Management Platform to Improve the Innovation Process

- Hautz, J., Hutter, K., Fuller, J., Matzler, K., & Rieger, M. (2010). How to Establish an Online Innovation Community? The Role of Users and Their Innovative Content. 2010 43rd
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