Titel: Front End of Innovation
Avdelning: IRDM
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Title

*Managing ideas in the Front end of Innovation (FEI)*

**Background**

Innovation is well recognized as a basis for competitive advantage and a source for sustained growth. The success of an innovation is often decided in the front end of innovation (FEI) where activities prior to formal development takes place. The front end of innovation (FEI) is often characterized by high levels of uncertainty (and requires a certain level of chaos). This implies the need for a process for management control that supervises ideation activities without diminishing creativity too much.

**Problem description**

Even though it is clear that firms need to innovate, few studies focus exclusively on how ideas are selected and implemented in established firms. Corporate innovation is highly dependent on the stock of ideas churning out from employees. Managing these ideas, i.e. idea management, is increasingly recognized by scholars as an important aspect of the innovation process. A consistent flow of ideas along with appropriate mechanisms to select and manage them are quintessential to an effervescent innovation process. Although ideas can flow from the external environment, employee creativity and internal innovative behaviour is recognized to be central for a sustainable competitive performance.

**Purpose**

Despite setting up well planned processes to improve innovative performance, established firms find innovation to be a frustrating endeavour. The purpose of the study is to understand the challenges faced by managers/stakeholders in managing ideas. This understanding will be used to suggest an idea management process that will improve both the quantity and quality of ideas implemented in the innovation process.

**Method**

The study is expected to be explanatory in nature. The research can be based on a single case design (one firm) or a multiple-case design (where two or more firms are compared). Data in the form of interviews, survey and documents can be useful to understand the case and develop conclusions.

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