

A Basic Study on the Construction of System Model for Idea Management.

Seung Suk Koh, Kil hwan Chung, Soon Wook Hong, Chul Shin Gwon

Dept. of Industrial Engineering, Sung Kyun Kwan Univ.

Analysis of literature shows that little concern has been paid to management system of idea in spite of the relatively high perception of the importance of idea itself in every industrial organization.

Therefore, the primary objective of this study is to propose a conceptual structure of Idea Management System(IMS).

Here, some methods of systems design are mainly used for construction of IMS.

the proposed IMS consists of four systems:

(1) Idea Generation System(IGS): not only to gather personal ideas effectively, but to apply techniques promoting creative thinking to idea generation in every research group.

(2) Idea Storage System(ISS): to have an idea expiring function as its major function for increasing the efficiency of IMS.

(3) Idea Evaluation System(IES): to offer three functions of evaluation by purpose and three rounds of evaluation by the degree of difficulty in evaluation.

(4) Idea Operation System(IOS): to be designed with the emphasis on the distributing function of idea for carrying out the projects successfully.

Furthermore, by normative analysis of the functions required, each internal structure of the systems is established in the form of functional flow.

In addition, two mathematical algorithms are developed as the trigger system for decision making in ISS and IES respectively.

The subject of future research on idea management could investigate the performance and the effect of IMS on the practical level and also, generalizability of the proposed model across organizations or industries of various type.