

IDEA GENERATION IN THE PROCESS OF BUSINESS INNOVATION

*C. Țurcanu, PhD student
Academy of Economic Studies of Moldova*

Developing and maintaining a company's competitiveness in the current conditions is possible only on the basis of innovation activities involving creative methods. Economic and political environment being very changeable, as well as global and national economy, may become in turn, a strong impetus to adopt new decision to comply with these changes and to find strategic business development path.

An innovative company through its business innovation becomes competitive for long term and very attractive to investors. The companies who tend to achieve this status should facilitate creativity, emergence of new and innovative ideas, to analyze the innovative potential and to improve their innovation activity to discover internal creative potential.

The trends of the new economy, which implies a globalization of ideas and business relationships, lead to increase the competitive effect and the frequency of operations by frequent occurrence of changes. These changes or extreme situations which make the enterprise or business to change their direction may include several actions of transformation: from organizational changes, to complete change of business direction. The change is a frequent phenomenon and the organizations must address it in a prompt and proper way for a better chance of survival and prosperity.

To manage the creative process in a rational way in the company and to provide a supportive environment for disclosure of this process, we need to apply certain management principles.

The utility of using the creativity in the company will be to resolve a number of problems, internal conflicts, simplification of procedures, application of motivation, problem solving, developing a new design, new product/service and medium to long term strategies. Thus, the creativity can be applied in any situation. Without it, many processes will become a routine.

The best exploration of necessary ideas for company at a moment would be collecting ideas from company's employees. Namely, they are those who face specific problems every day and know the specific activity of their work better than managers. Other "providers" of ideas may be the company

customers. After analyzing their complaints and grievances, could garner good information that could be turned into lucrative ideas.

As background for problems solving, could be used a default model that would meet some settlement and implementation stages. Obviously after capturing ideas from employees, with their later implementation, it requires a control process by the management. Below this process is shown schematically:

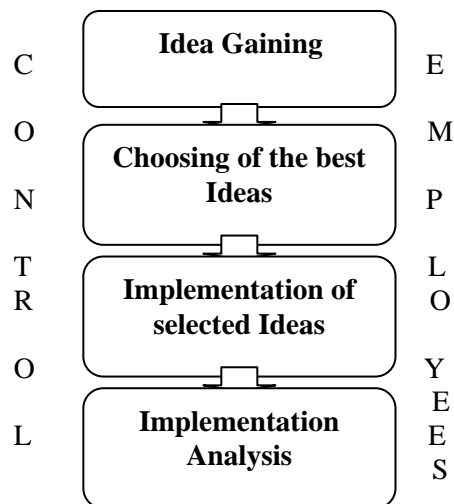


Figure 1. Capturing ideas process and their implementation.

Source: Developed by the author

The simplest model of accumulation of ideas can be presented as the following scheme:

1. Identifying of the problem
2. Gaining ideas
3. Identifying the best ideas
4. Analyzing the post-implementation effect.

The creative process can meet some factors that hinder creativity, such as:

- Ineffective company management
- The existence of old school managers or who are oriented on material things,
- Lack of stimulating ideas,
- Taking the creativity as a silly thing,
- Strong team hierarchy,
- Inhibition of creative imagination,

- Lack of employee motivation to produce new ideas and the prevalence of routine work, properly paid,
- Resistance to change,
- Misconceptions that the best ideas come from senior managers,
- Ineffective or poor communication,
- Formality and rigid rules,
- Slow decision making
- The fear of organization's employees to expose their ideas and opinions etc.

Companies are influenced both by external factors, which may have direct or indirect influences and internal factors. Overall these factors, regardless of their nature influence strongly the formation of the new ideas in the company. Generally it can not underestimate the role of none just that sometimes could form a group of factors with certain influence.

In a further factor modification, the company should take some actions that initially appear in the form of ideas. Regardless of the change effect, the company has to mobilize domestic resources to generate solutions that may become the company's future strategy in the short or long time.

If the company's internal resources are insufficient or lacking certain necessary qualities, the external factors can have devastating effects, if exists a possibility of negative repercussions when the factors take a way that could be favorable to the company, it may lose some existing opportunities.

In the company's factors should exists a harmony and every factor to combine the determinative criteria that will make it functional. Because without a leadership that don't have a coherent strategy, a clear vision of company's management and business, will not be possible ever to achieve some quantitative indicators and qualitative.

Once these criteria exist in the company should be secured other positions: formation of an organizational culture based on respect, trust and integrity, providing new motivations and its integration to make certain decisions and creating creative and innovative values. Company's efficiency can be achieved only by the interaction of all internal factors, which would allow more effective actions.

Any deviation from this scheme would lead to internal conflict until the dissolution of the company. The primary role of ensuring the factors harmony that would help to establish a healthy creative climate in the company and to make the

actions more effective, will lead to strengthening the company's market positions.

With the successful implementation of the ideas would require tracking their progress. Regardless of the severity of change and innovation, the trajectory of "application- implementation- post-implementation results" should be watched very closely. Even if the idea will be successful, a further frivolous application or entirely without control can lead to implementation and desired business changes will not occur.

Bibliography

1. **Alpopi C.**, *Creativitate și inovare*, ed. ASE., București, pag. 23...28, 2002.
2. **Drucker P.**, *Inovare și spirit întreprinzător*, ed. Teora, București, pag.104...106, 2000.
3. **Fréry F., Johnson G., Scholes k., Whittington R.**, *Stratégique*, ed. Pearson Education,Paris, pag. 173...179, 2008
4. **Maister, D.** *Creating Value through People. Busines The Ultimate Resource*, London. Pages 121...122, 202.
5. **Proctor T.**, *Elemente de creativitate managerială*, ed. Teora, București, pag.74...86, 2000.

Recommended for publication: 10.07.2010.