

Ebner, W., Leimeister, J. M., & Krcmar, H. 2009. Community engineering for innovations: the ideas competition as a method to nurture a virtual community for innovations. ***R&D Management***, 39(4): 342-356

Presented by:

Syed Muhammad Imran, Ferhan Jamal, Monzur Murshed

TIMG 5101 – Summer 2014

Technology Innovation Management

July 29th, 2014

- Introduction
- Theoretical Backgrounds
- The concept of the ideas competition
- Implementing the Ideas competition
- Participants' behavior, motivation and trust
- Conclusions, managerial implications and future research

# Idea Competition: An Event of Crowdsourcing



- Invent new business idea
- Business/ Individual network expand
- Identify customer wants and needs
- Explore new area of business
- Encourage team works

# Group idea is better then individual idea



Collective brains at work can result in a much better idea in solving anything like :

- a. Calculation of any problem.
- b. Time Management.
- c. Gain in knowledge and development of skills.

# Close to open innovation



- The increased availability and mobility of skilled technology workers.
- The expansion of the venture capital market.
- External options for unused technologies (sitting on the development shelf).
- The increase supply of highly capable external suppliers.

# Building trust is important



Trust has been defined from several scientific perspectives – e.g., sociology, philosophy, socio-psychology and economics.

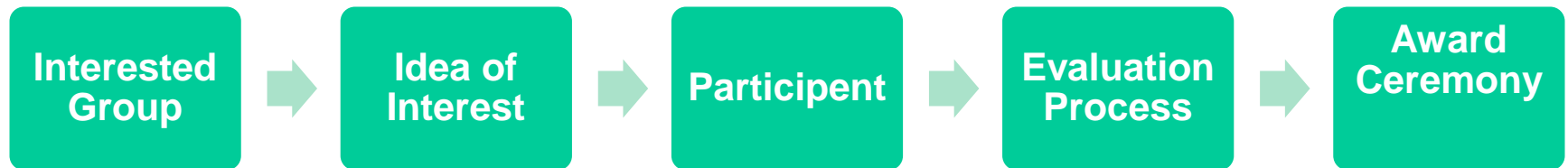
- Interpersonal Trust
- System Trust
- Dispositional Trust

# Virtual community key components



- People
- Shared purpose
- Policies
- Computer System

# Framework For Idea Competition





# Example of Idea competitions for students



- IBM: Global Innovation Jam
- Idea Crossing: Innovation Challenge
- Initiative D21 (Siemens): Vision2Market
- Microsoft: Imagine Cup
- Motorola: Motofwrd
- ThyssenKrupp: Formula Student Germany
- Unternehmertum: Innovation Competition

- Idea Competition
  - MySAPiens ( Submitted idea )
  - Community ( Review & Comment idea )
  - Communication ( Chat , discussion )
  - Imprint ( More particulars about the competition )

Thank You !!