

From idea to market: a route developed using concept maps to diffuse the innovation culture and to induce its management

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This work focuses on the building of a cognitive model aiming at the diffusion of innovation management and its culture [1], using concept maps [2] as the sharing method. In addition to the method itself, the software Cmaptools, version 5.05.01, developed by the Florida Institute for Human and Machine Cognition (IHMC), was also used together with the bases of knowledge that served to construct the model. Those bases were built through literature survey and have included innovation as the key concept as well as its interrelated subjects: innovation management, innovation process, national system of innovation and innovation culture. All of these subjects, in close interaction with cash curve, business models, strategies, the profit idea and knowledge itself, were combined to build our instrument.

This sharing approach proposes the strict use of concept maps, instead of texts, and the non-hierarchical knowledge construction. Besides the introduction of these guidelines, the approach will use a navigation tool, modeled according to the conceptual mapping, where the users' choices, or better explaining, the users' possibility to follow or not certain paths, will be based on their own knowledge basis and forward thinking.

As results of our survey, the research presents 42 maps, 44 knots shaped as insertions through those maps, as well as the nonlinear approach following the hyperlink models [3].

The introductory map (figure 1) presents the principles which will be detailed through the route chosen by the user.

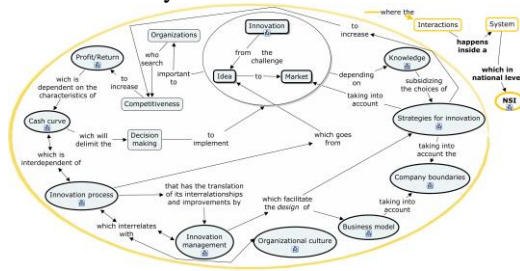


Figure 1. Introductory map to the concept model developed using the concept maps methodology

The central theme innovation (which developed is shown in the map in Figure 2) was highlighted in relation to all subjects and the national System of innovation (where everything happens in our model) [4] appears covering the approach.

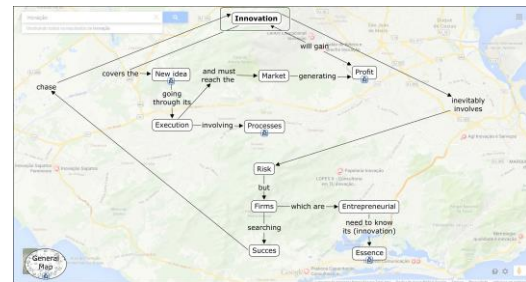


Figure 2. Innovation concept map developed

Innovation is not a closed matter and there is a long way to be covered. The constant changes have barely begun and the speed is always increasing. We need to point out that innovation and its interrelations among people, organizations and systems should be constantly questioned, so that the development of this research can continue. We also propose the mapping of the connections among public policy, funding sources and enterprises results (which use funding sources).

References

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