

عنوان مقاله:

Introducing Strategic Drivers of Innovative Ideas in Active Small and Medium-Sized Enterprises of Different Technological Fields Using a Fuzzy Cognitive Map

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خلاصه مقاله:

Idea generators and investors are always interested in advancing innovative ideas and generating wealth from them. One of the gaps in previous research in this field is the failure to pay attention to different criteria and strategic paths in advancing innovative ideas from various fields. This research introduced a strategy for advancing innovative ideas and identifying the strategic drivers of small and medium-sized enterprises (SMEs) in various technological fields. The indicators were derived from the literature review and expert interviews, and they were chosen using a checklist and interviews to determine their relationships. The fuzzy cognitive map in question was then created using the FCMapper software. Strategic driver indicators related to the advancement of innovative ideas were identified. Thus, it is recommended that idea developers consider these indicators when presenting ideas and that experts and investors consider them when evaluating innovative ideas. According to the findings, the Persian Gulf Science and Technology Park and its ten active fields each have their own strategic paths for advancing innovative ideas.

کلمات کلیدی:

Strategic drivers, SMEs, Evaluation of innovative ideas, Fuzzy Cognitive Map

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