

عنوان مقاله:

LC BOLD: A New Classification for Innovation Factors in Large IT Enterprises

محل انتشار:

دومین کنفرانس بین المللی مهندسی دانش بنیان و نوآوری (سال: 1394)

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خلاصه مقاله:

Information technology industry fast tracks its growth over the years, and each year, adds momentum. Despite high expectations for this industry, if companies lose their leadership in the industry and do not innovate to quickly adapt to changes, have no destiny but to be defeated. This adds to the complexity of large companies. Factors such as the accumulation of knowledge and experience, tendency to mechanical structure, resistance to change suppress the innovative activities while factors such as financial strength and number of specialists would drive to innovation. In this study, the most important factors in the promotion of innovation in information technology companies have been identified and ranked. For this reason, a group of senior managers at large companies within IT industry were interviewed and after factors extracted, the poll of a greater community of managers, ranked factors in Likert rate. The rating factors are then classified using fuzzy clustering and six highest rating factors with the consultation of several senior managers and by using analytic hierarchy process have been ranked for more accuracy. The result shows that the Support innovation by senior management , Belief in innovation by senior management , Competitive market structure , Stability of senior management, Presence of a specific owner for the process of innovation and Lack of the inertia of a large organization as the most important factors affecting the promotion of innovation in corporate IT. In this study fuzzy c-means clustering method were used to categorize factors. Fuzzy approach to the analysis of the results led to a new category of factors affecting the promotion of innovation in information technology companies introduced. This category includes the following titles are in order of priority: Leadership & Competitiveness , Brain-ware , Orientation , Low priority and Disagreement abbreviated as LC BOLD

کلمات کلیدی:

Innovation Process, Large Companies, Barriers, Drivers, Information Technology

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