KLU RESEARCH PROJECT
IDEA EVALUATION IN OPEN, "DEMOCRATIZED" INNOVATION

PROJECT DURATION
September 2019 – August 2023

PROJECT LEADER
Prof. Dr. Christina Raasch (Kühne Logistics University - KLU)

BRIEF DESCRIPTION
This research program focuses on the evaluation of ideas for new products or processes. While past research has mainly focused on idea creation, more recent research has recognized the importance of idea evaluation and selection in research and practice. Any mode of organizing for innovation can only succeed if ideas are effectively vetted such that ultimately the best ideas are selected for implementation. Being key to organizational performance, idea evaluation deserves a prominent role in economics and management research.

PROJECT FUNDERS
German Research Foundation (DFG)

PROJECT PARTNERS
Kiel Institute for the World Economy (IfW Kiel), University of Southern Denmark (SDU)

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SUBJECTS
Digital Transformation