

## PRESENTATION

# WEB-BASED IDEA MANAGEMENT: IS CREATIVITY AT RISK?

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Web-based idea management systems are frequently applied tools in organizations to generate and evaluate ideas. During the past years with COVID-19, the supply of commercially available web-based idea management systems has doubled (from 108 in 2019 to 242 in 2022). The same is true for the demand side because many organizations couldn't organize on-site idea management sessions due to the COVID-19 restrictions. On the one hand, these systems provide technological support to manage ideas. However, on the other hand, many organizations still limit the applications of these systems with the assumption that technology will kill creativity.

The proposed research gap to be filled is whether creativity is at risk due to the application of web-based idea management systems. The gap will be filled with 15 real-life and 15 web-based idea management cases; seven managers were involved in identical idea management tasks in each case. Additionally, ten expert interviews were conducted.



## ABOUT THE SPEAKER:

**Dr. Elīna Miķelsone** is the founder of an Idea Innovation Institute, a researcher, a lecturer in 5 universities, and an entrepreneur. Dr. Mikelsonē regularly presents scientific research at various international scientific conferences and publishes articles in international scientific journals. She created a non-formal learning module, the "Fitness of Ideas" for enterprises, where over the last three years, more than 2000 participants have taken part. The author is a lecturer and a researcher at several organizations and universities. In 2016, Dr. Miķelsone established an Idea and Innovation Institute to promote innovation and introduce new technology to organizations. In 2021, she initiated a PostDoc project on idea management as a field expert/a researcher in "Horizon2020" project "Cities2030". Over the last ten years, Dr. Miķelsone has consulted more than 400 enterprises on innovations and idea management.