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Increasingly, the creativity and innovation potentials are becoming key factors for IT companies on an ever growing market. The Danish IT companies appear to have a strong base for competing with the rest of the world however it is clear that the companies have difficulties in managing their innovative potentials. This paper presents results of a research study made of 6 Danish IT companies with differing size. The study has focused on providing a first attempt in evaluating the companies’ creative and innovative potentials. The paper illustrates how this problem has been approached using a combination of transparent and qualitative techniques. The paper concludes that creative and innovative potentials can be qualitatively evaluated and that this can be the starting point for the development of a strategy concerning the development of creativity and innovation in a company.

General information
State: Published
Organisations: Operations Research, Department of Informatics and Mathematical Modeling, CICT
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Publication date: 2007
Peer-reviewed: Yes

Publication information
Journal: Economic Analysis Working Papers
Volume: 6
Issue number: 9
ISSN (Print): 1579-1475
Ratings:
BFI (2018): BFI-level 1
BFI (2017): BFI-level 1
BFI (2016): BFI-level 1
BFI (2015): BFI-level 1
BFI (2014): BFI-level 1
BFI (2013): BFI-level 1
ISI indexed (2013): ISI indexed no
ISI indexed (2012): ISI indexed no
ISI indexed (2011): ISI indexed no
Original language: English
Source: orbit
Source-ID: 191440
Research output: Research - peer-review › Journal article – Annual report year: 2007