

User-Driven Innovation – the concept and research results

Elżbieta Szymańska^a

^aFaculty of Management, Białystok University of Technology, 45A Wiejska Str., Białystok, 15–351, Poland, e-mail: e.szymanska@pb.edu.pl

Abstract: The research problem discussed in the paper is the innovation process, called User-Driven Innovation (UDI). The aim of the study is to determine whether the UDI system is more effective in introducing innovations than the linear one. The following hypothesis was formulated: companies introducing UDI systems represent a higher level of innovativeness than companies introducing the linear process. The following methods were used: a questionnaire, a standardized interview, and the ranking method. The hypothesis has been verified. The research showed a relatively small role of the Management Board in relation to customers in the innovation processes at the enterprises surveyed.

Keywords: innovation; process of innovation; User Driven Innovation; service enterprises; medicine; tourism.

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