

## High Input Driven Factors in Idea Campaigns in Large Organizations: A Case Depicting Best Practices

**Authors :** Babar Rasheed, Saad Ghafoor

**Abstract :** Introduction: Idea campaigns are commonly held across organizations for generating employee engagement. The contribution is specifically designed to identify and solve prevalent issues. It is argued that numerous organizations fail to achieve their desired goals despite arranging for such campaigns and investing heavily in them. There are however practices that organizations use to achieve higher degree of effectiveness, and these practices may be up for exploration by research to make them usable for the other organizations. Purpose: The aim of this research is to surface the idea management practices of a leading electric company with global operations. The study involves a large sized, multi site organization that is attributed to have added challenges in terms of managing ideas from employees, in comparison to smaller organizations. The study aims to highlight the factors that are looked at as the idea management team strategies for the campaign, sets terms and rewards for it, makes follow up with the employees and lastly, evaluate and award ideas. Methodology: The study is conducted in a leading electric appliance corporation that has a large number of employees and is based in numerous regions of the world. A total of 7 interviews are carried out involving the chief innovation officer, innovation manager and members of idea management and evaluation teams. The interviews are carried out either on Skype or in-person based on the availability of the interviewee. Findings: While this being a working paper and while the study is under way, it is anticipated that valuable information is being achieved about specific details on how idea management systems are governed and how idea campaigns are carried out. The findings may be particularly useful for innovation consultants as resources they can use to promote idea campaigning. The usefulness of the best practices highlighted as a result is, in any case, the most valuable output of this study.

**Keywords :** employee engagement, motivation, idea campaigns, large organizations, best practices, employees input, organizational output

**Conference Title :** ICAIM 2018 : International Conference on Advances in Issue Management

**Conference Location :** Miami, United States

**Conference Dates :** March 12-13, 2018