

STUDIU DE CAZ PRIVIND IMPLEMENTAREA METODEI DE INOVARE TRIZ ÎN IMM-URI

CASE STUDY ON THE IMPLEMENTATION OF THE TRIZ INNOVATION METHOD IN SMES

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Abstract: This paper presents a case study on the implementation of the TRIZ innovation method in a medium-sized enterprise. The company does not carry research and development (R&D) activities and does not have a design department. Starting from the innovation examples in the appendix B of the Oslo Handbook, a series of innovations made by the company in the last 5 years have been identified. These innovations made use of readily available knowledge from external sources, especially from customers. However, the company faces problems which cannot be solved within this framework. In order to solve these problems, the use of creative techniques or innovation methods is required. TRIZ is one of the most effective innovative methods. The paper analyses who the promoters could be for the TRIZ innovation method. A flow chart presents the steps which should be followed when implementing the TRIZ method in an SME.

Keywords: innovation, TRIZ method, SME, knowledge, promoters, flowchart