Innovation as a key-concept for contemporaneity

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Abstract

Statement of the Problem: In order to consider anything as new, individuals have to accept it as possible. To consider it as innovative, it has to be seem as necessary. These two concepts, derived from Piaget´s theory (1987), are key elements for the analysis of innovations, so relevant in contemporary scenarios. The process of decision-making about innovative ideas and projects has to be able to answer "Why should one fund the development of [a] new product or service"? Theoretical framework will explain how "opening up for new possibles" implies overcoming pseudo impossibilities, and how possibilities are built up alongside individual and social development. Moreover, this same framework contributes for better comprehension of the evolution of necessary, which is parallel to possible, according to Piaget. In short, an innovation has to be considered possible, feasible and necessary. Thus, the cognitive processes involved in defining what is possible, and accepting that something doesn´t, necessarily, has to be the old way, are crucial mental structures subjacent to innovations' decision making. Methodology & Theoretical Orientation: This study adopts Piaget´s theoretical framework to investigate cognitive processes involved in defining and judge innovative products. Findings: Cognitive biases are very common errors in judging innovations, and such errors are encountered in evaluating possibility, feasibility or necessity of them. Conclusion & Significance: Due to the importance of innovation in contemporaneity, the correct evaluation of possibilities and necessities is a key-element to avoid common biases. Piaget´s theory regarding this issue contributes for its better understanding.

Key-words: innovation, possible, pseudo impossibilities, necessary.

Biography

Lisete Barlach is a professor at School of Arts, Sciences and Humanities of University of São Paulo (teaching undergraduate students) and at Faculty of Administration, Economics and Accounting at the University of São Paulo (for graduate students). As a researcher, main themes are entrepreneurship behavior (including career transition from employee to entrepreneur), creativity and resilience, having published articles, chapters and books. As a consultant, has large experience with organizing courses as well as with experiential learning. Previous experience with career coaching, detaching a group of professionals of different nationalities,

undertaking International MBA in Brazil, who came to stay and work in the country, and orientation for expatriates. Organized and selected people for Brazilian startups in a business incubator, in São Paulo, Brazil.



Recent Publications

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