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AGILE & OPEN INNOVATION FOR CROWD ENGINEERING IN NEW PRODUCT DEVELOPMENT APPLICATIONS

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Rezumat. *Complexitatea crescândă a proiectării și fabricării de produse noi și inovatoare depinde de modul în care organizațiile beneficiază de serviciile unei game largi de experți. Inovația deschisă trebuie să devină mai agilă, iar ingineria „combinată" este destinată să asigure o utilizare eficientă a unui grup extins de actori implicați, de la studenți la cercetători, start-up-uri și IMM-uri inovative. Acest articol vizează o revizuire actualizată a literaturii de specialitate privind modalitățile optime de combinare a tehnicilor de management, vizând îmbunătățirea aplicațiilor de dezvoltare a produselor noi. Un studiu de caz practic, aplicat pentru o firmă inovativă în colaborare cu o organizație publică de cercetare, a dezvăluit caracteristici utile pentru etapele care trebuie urmate, atunci când se analizează performanțele unui model / algoritm îmbunătățit pentru dezvoltarea unui nou produs*.

Abstract. *The increasing complexity of designing and manufacturing of new and innovative products depends on how organizations benefit of a wide spectrum of experts. Open innovation should become more agile and "crowd" engineering is destined to organize an efficient and effective utilization of a wide set of workers, from students to researchers, start-ups and smart SMEs. This paper targets a detailed and upgraded literature review of the specificities and optimal way of combining management techniques, targeted to improve new product development applications. A practical case study, applied for an innovative company in cooperation with a public research organization, revealed useful characteristics for steps to be followed when analyzing the performances of an improved model for new product development algorithm*.

Keywords: Agile & Open Innovation; Crowd Engineering; New Product Development

1. Introduction – open innovation & new product development

The essence of the open innovation paradigm is: introducing adapted, transformed and enriched ideas, taken from external sources, to the market, trying harder to capture their customers' knowledge and abilities, in the generous framework of "crowdsourcing communities". However, social crowd integration has not reached

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