

**Universitatea Tehnica „Gheorghe Asachi” din Iasi**  
***Departamentul Inginerie si Management***

Proiect:

***“E-solutii de inovare prin implicarea pro-activa a  
clientilor in crearea de valoare pentru cresterea  
competitivitatii organizationale”***

***E-PICUS***

***Raport Stiintific si Tehnic***  
***Faza II***

***Dezvoltarea si realizarea modelului experimental E-PICUS***

Finantare: Buget de Stat – Ministerul Educatiei Nationale

*Programul PARTENERIATE IN DOMENIILE PRIORITARE*

- decembrie 2015 -

## Cuprins

<b>REZUMATUL ETAPEI II</b>	2
<b>DESCRIEREA STIINTIFICA SI TEHNICA A ETAPEI II</b>	
<b>Capitolul I</b>	
ACTIVITATEA 2.1.	
<b>Elaborarea metodologiei si instrumentelor de cercetare</b>	3
<b>Capitolul II</b>	
ACTIVITATEA 2.2.; ACTIVITATEA 2.3.	
<b>Proiectarea si realizarea modelului experimental E-PICUS</b>	13
<b>Capitolul III</b>	
ACTIVITATEA 2.4.	
<b>Testarea in-house a modelului experimental E-PICUS</b>	15
<b>Capitolul IV</b>	
ACTIVITATEA 2.5.	
<b>Realizarea de variante experimentale pentru medii on-line a modelului E-PICUS</b>	19

## VII. BIBLIOGRAFIE SELECTIVA

### PUBLICATII – VALORIFICAREA REZULATELOR ETAPEI I

#### I. REZUMATUL ETAPEI II

In contextul dezvoltarii de cercetari stiintifice aplicative de excelenta in domeniul *inovarii si a sistemelor si mecanismelor organizationale care definesc si sustin procesele asociate*, in contextul global definit de economia si societatea bazate pe cunostere si inovare, etapa II, Dezvoltarea si realizarea modelului experimental E-PICUS, raspunde obiectivelor specificate, prin aplicarea de metode cercetare moderne si actuale. A fost avuta in vedere, ca metoda centrala, Action Design Research pentru a putea asigura conceperea si realizarea in varianta de testare in-house a aplicatiei E-PICUS. Aceasta este un instrument online care va ajuta companiile să dezvolte produse noi, inovative, prin implicarea directă a clientului care se va transforma din simplu beneficiar al produsului în co-dezvoltator al acestuia. Clienții și consumatorii sunt invitați să își exprime punctul de vedere privind opțiunile de îmbunătățire a unui produs inovativ, să contribuie cu idei noi, să evalueze și să voteze ideile propuse în comunitatea E-PICUS.

A fost realizata testarea in-house a aplicatiei, urmand ca rezultatele obtinute in aceasta faza de testare sa fie inglobate in implementarea activitatilor din faza urmatoare.

## **PUBLICATII – VALORIFICAREA REZULATELOR ETAPEI II**

### **CARTI**

1. Avasilcai, S., Hutu, C.A. (Eds.) (2015) *Inovare prin co-creare in medii online*, Ed. Performantica, Iasi, ISBN 978-606-685-347-7

### **ARTICOLE**

1. Avasilcai, S., Rusu, G. (2015) *Co-creation value through customers' proactive engagement: A case study on Heineken (B)*, Annals of The Oradea University, Fascicle of Management and Technological Engineering, ISSN: 1583 – 0691 (B+ CNCSIS), pp.53-58
2. Avasilcai, S., Galateanu (Avram), E. (2015) *Pro – active consumers' engagement as driver of co-innovation: The case of ELECTROLUX (B)*, Annals of The Oradea University, Fascicle of Management and Technological Engineering, Vol. XXIV, nr. XIV, issue 1, ISSN: 1583 – 0691 (B+ CNCSIS), pp. 9 -12
3. Bujor, A., Avasilcai, S. (2015) *Co-creation innovation in consumer goods industry: The case of Barilla Group (B)*, Annals of The Oradea University, Fascicle of Management and Technological Engineering, ISSN: 1583 – 0691 (B+ CNCSIS), pp. 199-204
4. Rusu, G., Avasilcai, S. (2015) *Innovation Management Based on Proactive Engagement of Customers: A Case Study on LEGO Group. Part I: Innovation Management at Lego Group*, IOP Conference Series: Materials Science and Engineering, Vol. 95, nov. 2015, pp. 012143 doi:10.1088/1757-899X/95/1/012143
5. Avasilcai, S., Rusu, G. (2015) *Innovation Management Based on Proactive Engagement of Customers: A Case Study on LEGO Group. Part II: The Challenge of Engaging the Digital Customer*, IOP Conference Series: Materials Science and Engineering, Vol. 95, nov. 2015, pp. 012144 doi:10.1088/1757-899X/95/1/012144
6. Rusu, G., Avasilcai, S., Hutu, C.A. (2016) *Organizational context factors influencing employee performance appraisal: A research framework*, Procedia - Social and Behavioral Sciences, ISSN: 1877 – 0428, in print
7. Galateanu (Avram), E., Avasilcai, S. (2015) *Framing the Competitive Behaviors of Niche Players: The Electric Vehicle Business Ecosystem Perspective*, Procedia - Social and Behavioral Science, ISSN: 1877 – 0428 - in print
8. Bujor, A., Avasilcai, S. (2015) *Creative Entrepreneur: a Framework of Analysis*, Procedia - Social and Behavioral Science, ISSN: 1877 – 0428 - in print
9. Galateanu (Avram), E., Avasilcai, S. (2015) *Innovation through developing consumers' community. Part I: Innovation in Action*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012145
10. Avasilcai, S., Galateanu (Avram), E. (2015) *Innovation through developing consumers communities. Part II: Digitalizing the innovation processes*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012148
11. Agafitei, I.G., Avasilcai, S. (2015) *A case study on open innovation on Procter & Gamble. Part I: Innovation strategy over years*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012149
12. Agafitei, I.G., Avasilcai, S. (2015) *A case study on open innovation on Procter & Gamble. Part II: Co-creation and digital involvement*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012150
13. Bujor, A., Avasilcai, S. (2015) *Creativity and Innovation by Empowering the Customer: The Case of Mulino Bianco. Part I: Organisational Innovation Context*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012146
14. Bujor, A., Avasilcai, S. (2015) *Creativity and Innovation by Empowering the Customer: The Case of Mulino Bianco. Part II: The Digital Customer Value Added*, IOP Conf. Series: Materials Science and Engineering, vol. 95, doi: 10.1088/1757-899X/95/1/012147
15. Alexa, E.L., Alexa, M. (2015) *Modele e-business: o abordare conceptuala*, Revista de Management si Inginerie Economica, Ed. Todesco, Cluj-Napoca, ISSN 1583-624x, in print (B+ CNCSIS, indexata EBSCO, ULRICH'S Periodicals Directory, Index Copernicus, Cabell's directory)
16. Bujor, A., Avasilcai, S. (2015) *Creative industries as a growth driver: an overview*, Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society, Proceedings of MakeLearn and TIIM Joint International Conference, Bari, Italy, ISSN: 2232-3309, ISBN: 978-961-6914-13-0, ToKnowPress