



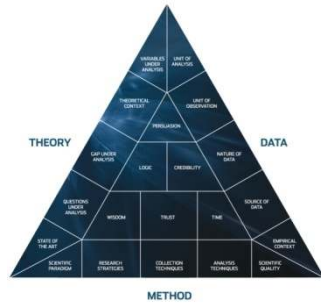
IDEAPUZZLE
IDEA SCIENTIFICATION

IDEA PUZZLE: A NEW APPROACH TO ANALYSIS OF RESEARCH IDEAS

Annual Finnish Conference on Entrepreneurship Education
University of Jyväskylä, Finland, 1.10.2009

Prof. Ricardo Morais
Catholic University of Portugal

BACKGROUND AND INSPIRATION



2032 – 500 years since first Portuguese publication about Finland

2008 – **Idea Puzzle approach** is presented at the University of Jyväskylä

2007 – Methodological teaching and supervision in several universities

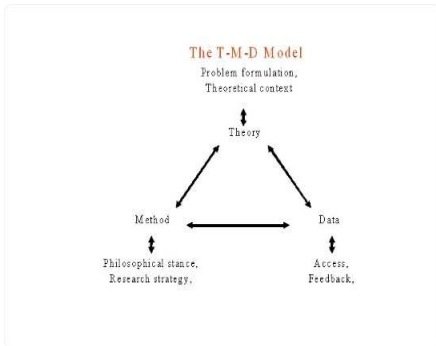
2004 – **First draft of Idea Puzzle approach** is presented at the University of Jyväskylä

1999 – Methodological studies in Finland

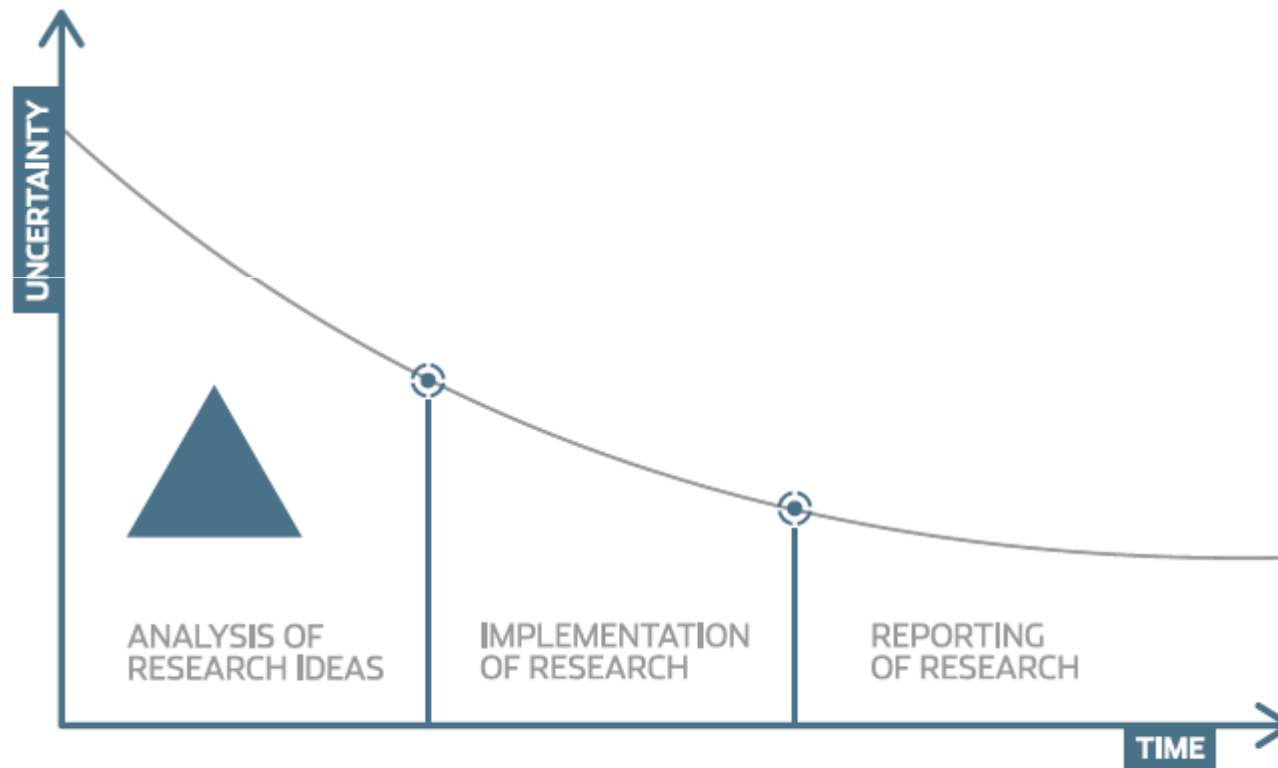
1995 – **Erasmus Exchange Program** connects universities of Jyväskylä and Porto

1534 – Damião de Goes is hosted by **Erasmus** in Fribourg

1532 – **Damião de Goes** publishes a manifesto in favour of **Lappish People**
(Deploratio Lappianae Gentis, Antwerp 1532; Leuven 1540, Paris 1541)



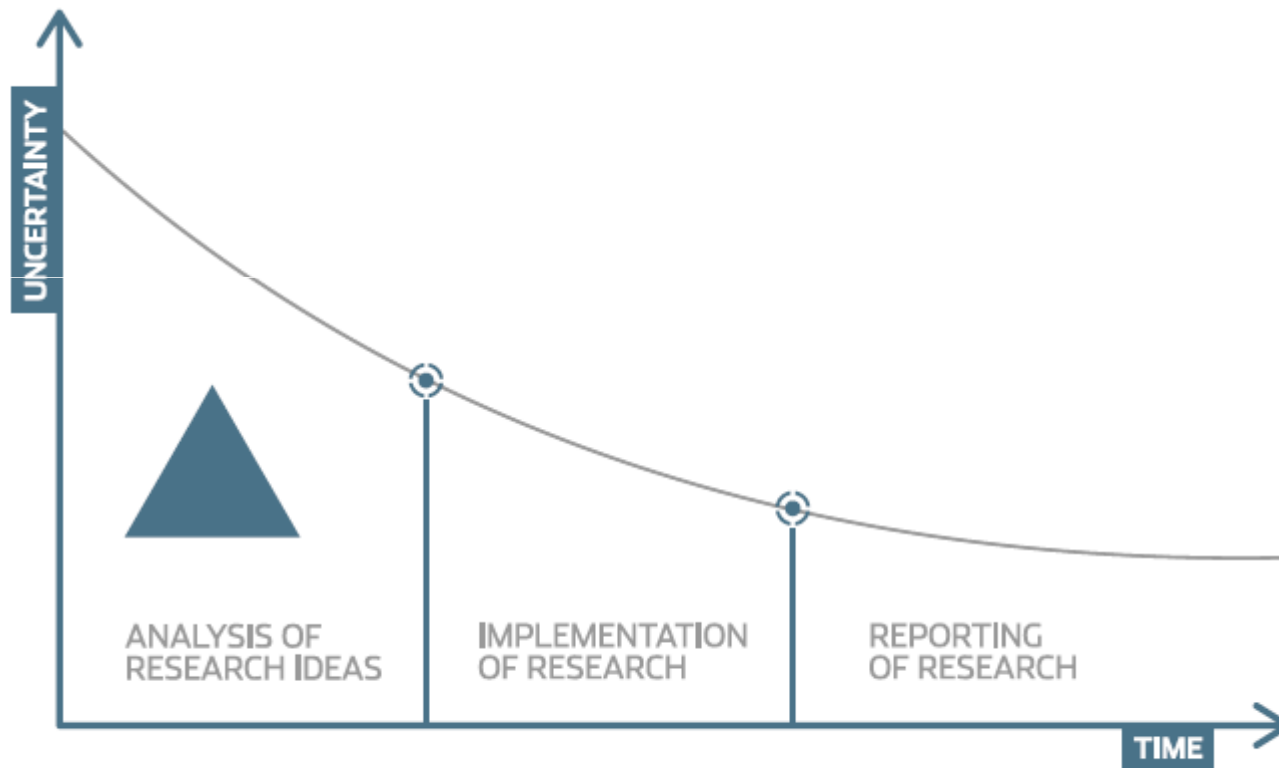
ANALYSIS OF RESEARCH IDEAS



Adapted from Kristian Möller (1997)

MISSION

Our mission is to make the analysis of research ideas more transparent and efficient.



Adapted from Kristian Möller (1997)

PROJECT METAPHOR - 1997

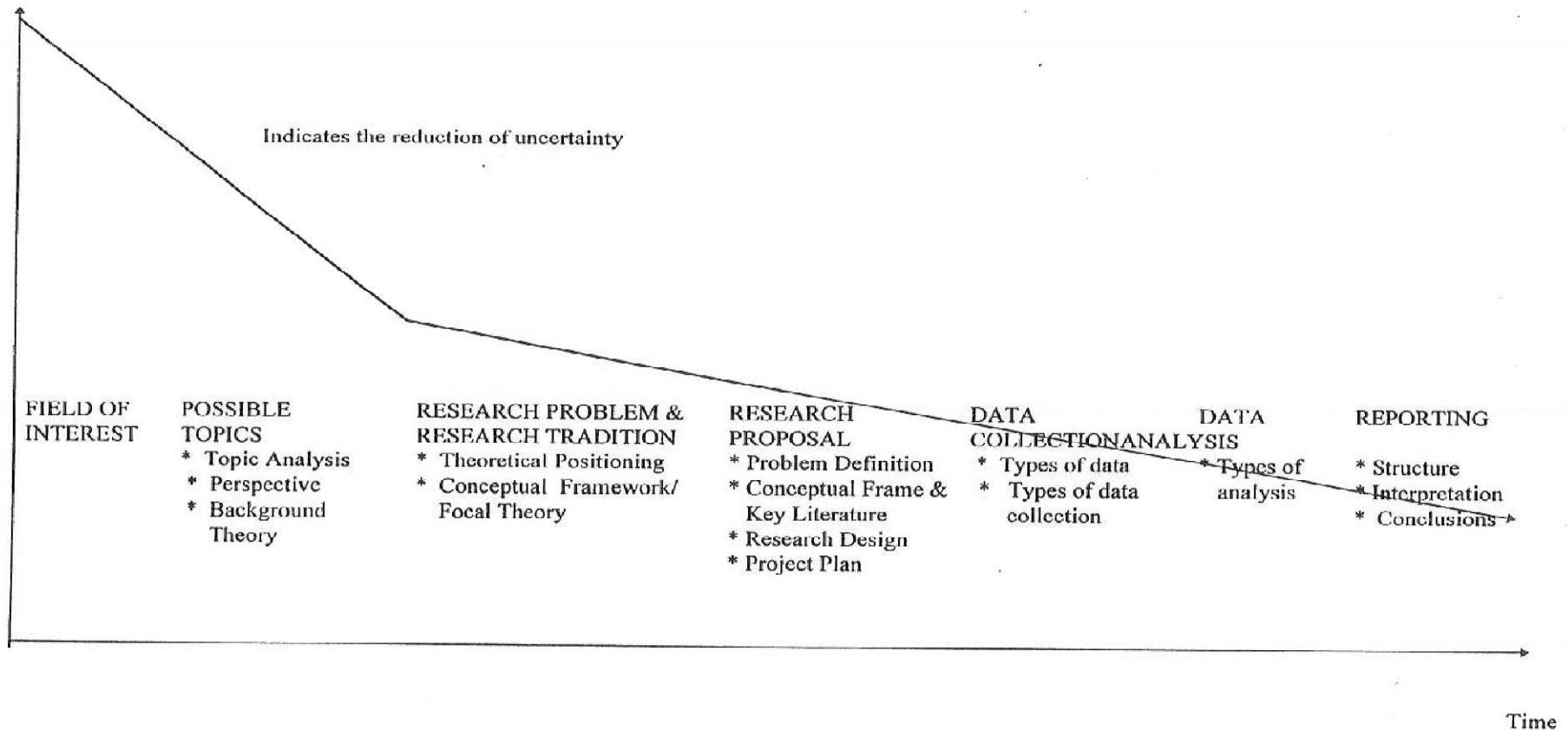


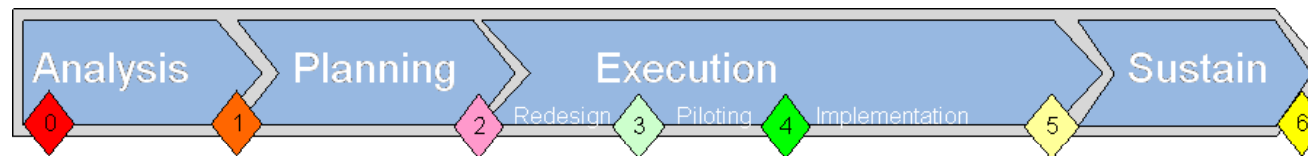
Figure XX. A Generic PhD Research Process, K. Möller (1997)

PROJECT METAPHOR - 2006

2006-12-18

PhD Gate Model (Prof. Petri Helo, University of Vaasa, Logistics Systems Research Group)

The UWASA gate-stage model is based on ABB gate model for R&D projects and applied into context of PhD thesis. The estimated duration for full-time PhD is three years and part-time industrial PhD five years.



•**Gate 0. Start thesis project.**

- PhD Application submitted and approved by the faculty dean.

•**Gate 1. Start planning.**

- Literature review I for thesis work completed
- Methodological studies are completed.
- The PhD plan is extended by creating a detailed schedule.

•**Gate 2. Start execution.**

- Chapter introduction is completed
- Chapter literature review is completed
- Chapter methodology is completed
- A plan for data collection is made.
- First international conference presentation.

•**Gate 3. Confirm execution.**

- Data collection is completed. (and models)
- Results are recorded.
- Second international conference presentation

•**Gate 4. Write-write-write.**

- Chapter results is completed
- Chapter conclusions is completed (contribution to academy and managerial implications)
- Introduction is rewritten.

•**Gate 5. Release thesis**

- The thesis writing is completed.
- The review comments are received.
- Journal paper is submitted of results.

•**Gate 6. Public defense.**

- The work is printed.
- Public defense.

•**Gate 7. Retro-perspective investigation.**

- Make a journal publication plan from thesis results.

BENEFITS OF PROJECT METAPHOR

- Specification of **deadlines, deliverables, and tasks**
- Overview of the **research process**

LIMITATIONS OF PROJECT METAPHOR

- **Implicit decisions** (c.f. tasks)
- **Linear planning** (c.f. reporting)

JIGSAW PUZZLE METAPHOR - 2009

Idea Puzzle - idea scientification - Windows Internet Explorer

http://www.ideapuzzle.com/index.php?id=168

Ficheiro Editar Ver Favoritos Ferramentas Ajuda

Favoritos Sites Sugeridos RealPlayer Organizational Evolution ...

Idea Puzzle - idea scientification

NEW RESEARCH PLAN

Search Open New Preview Print Save Rename Help

Key words

Which theoretical keywords are implicit in the research idea?

Concluído

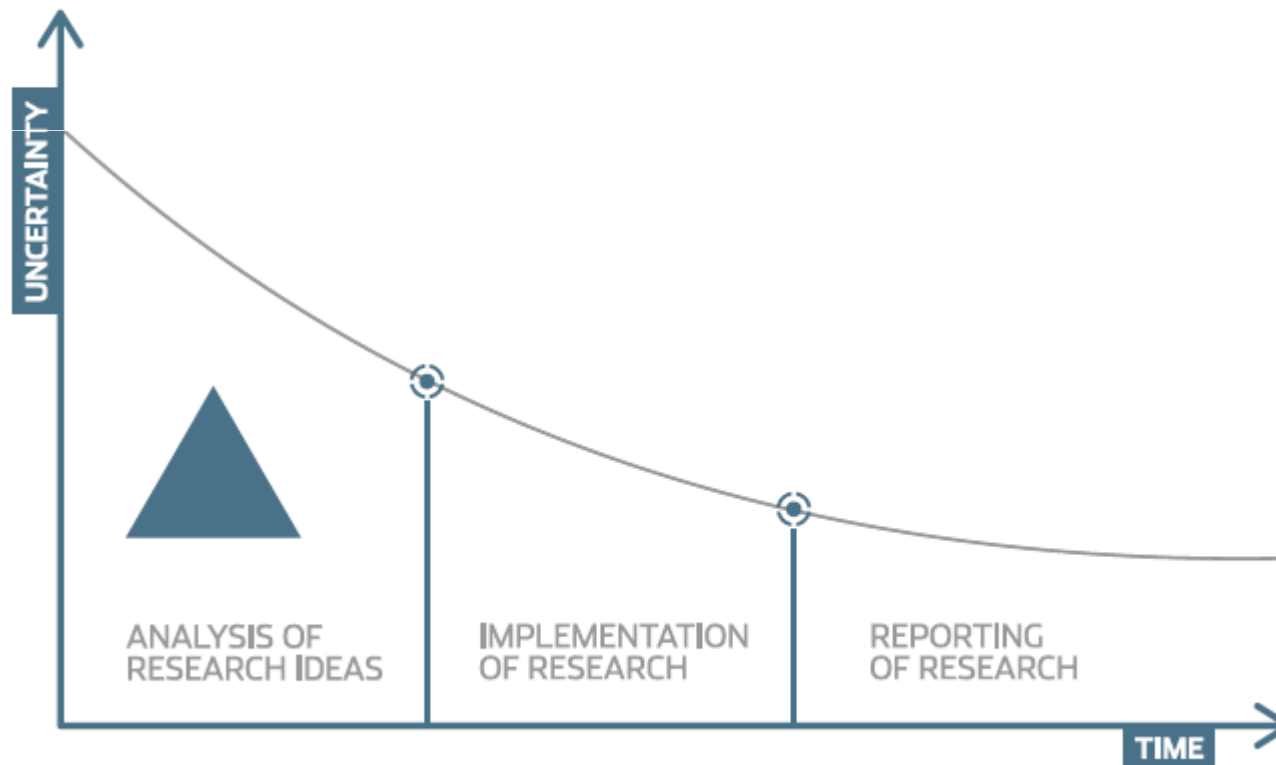
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BENEFITS OF JIGSAW PUZZLE METAPHOR

- **Explicit decisions** (e.g. theoretical, empirical, methodological, rhetoric, authorial)
- **Iterative planning** (i.e. alternative paths of decision-making)



Adapted from Kristian Möller (1997)

PARTICIPANTS IN IDEA PUZZLE SEMINARS

Countries:

Portugal: 421
Finland: 87
Lithuania: 22
Belgium: 14

Disciplines:

Economics: 283
Sciences: 53
Engineering: 48
Education: 45
Biology: 42
Medicine: 26
Humanities: 19
Psychology: 8
Pharmacy: 6
Sports: 6
Sociology: 3
Architecture: 3
Law: 2

Institutions:

University of Porto: 108
Portuguese Marketing Management Institute: 104
Portucalense University: 91
Catholic University of Portugal: 69
University of Helsinki: 40
University of Jyväskylä: 37
Fafe Institute of Higher Studies: 23
ISM University of Management and Economics: 22
European Institute of Advanced Studies in Management: 14
Autonomous University of Lisbon: 14
Idea Puzzle: 12
HAAGA-HELIA University of Applied Sciences: 10

BENEFITS OF IDEA PUZZLE APPROACH

- It **reduces uncertainty** in research planning
- It **accelerates the generation and evaluation** of research ideas
- It **facilitates the learning and teaching** of scientific method

PUBLICATIONS

- Morais, R. (2009) Scientific method. In Mills, A., Durepos, G. and Wiebe, E. (eds.) *Encyclopedia of Case Study Research*. Thousand Oaks, CA: Sage Publications, forthcoming.
- Morais, R. (2009) Critical realism and case studies in international business. In Piekkari, R. and Welch, C. *Rethinking the Case Study Approach in International Business Research*. Cheltenham, UK: Edward Elgar Publishing, forthcoming.
- Morais, R., Martins, C. and Kansikas, J. (2009) Analysis of research ideas: combining metaphors for research. *Proceedings of the International Society for Professional Innovation Management Conference, 21-24 June, Vienna, Austria*.

IMPLICATIONS

- It allows students to get acquainted with scientific method in the context of their own ideas
- It allows researchers, lecturers, and research evaluators to adopt a standard framework for transparent comparison of research plans
- It offers a synthesis of scientific method which can be further researched namely in terms of:
 - comprehensiveness and generalization
 - direct relations between the 21 decisions
 - paths of decision-making
- It offers the possibility for outsourcing research evaluation based on idea puzzle framework
- It contributes to the dissemination of scientific method and democratization of science by allowing authors worldwide to analyze research ideas online and for free

WWW.IDEAPUZZLE.COM

Located at the Historic Centre of Oporto (UNESCO World Heritage)



Reboleira street



Entrance



Meeting room

