

Title	異端なアイデアに可能性を見出し、イノベーションに繋げる「共感型イノベーター」とは、どのような人材か？——電子コンパス研究開発チームの事例から——
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## Abstract

This study focuses on the human resources necessary for generating innovations that can transform society. Specifically, it examines not the central figures who propose unconventional ideas, but the motivations, qualities, and interactions of the people around them, shedding light on their roles and importance.

Based on a case study of the electronic compass business team at Asahi Kasei, the characteristics of individuals essential for realizing innovation have been clarified. These individuals are motivated by desires for self-efficacy, challenge, and achievement - part of a group of self-growth needs. They possess specialized knowledge, creative thinking tendencies, and social skills. Furthermore, they can autonomously drive innovation as network hubs within the organization, possessing a panoramic cognitive ability to survey their environment and foresee the future.

To realize innovation, it is crucial to have the qualities of "empathetic innovators," motivated by confidence and a desire to challenge new things continually. They empathize with maverick innovators and take the initiative to advance innovation. Their presence is key to the success of innovation and contributes to improving the overall performance of the organization.

This research answers the question of what kind of human resources are necessary for creating innovation, providing significant insights for strategies in new business creation.