László PITLIK[[1]](#footnote-1)

Mariann GŐSI[[2]](#footnote-2)

György LOSONCZI[[3]](#footnote-3)

Zoltán VARGA[[4]](#footnote-4)

**IDEA BREEDING FARMS**

**Abstract**

**Purpose** – The article will present a success story and the decade-long experiences from Hungary: Idea breeding farms can be organized in the frames of the always given structures in the higher education without any additional resources. This form of startup-support in the SME sector can be seen as a decisive factor of regional development, because the sovereignty of researchers and lecturers in co-operation with innovation experts demonstrates unlimited force fields. This form of startup-support is a massive realization of the “dual education concept” since ever.

**Design/methodology/approach –** The article will be designed in form of a brief case study, where own experiences and facts of similar movements will be described and discussed in a structured way.

**Findings** – Idea breeding farms should be established and they should co-operate with each other to learn from each other and to support the insulated force fields through the force of the mass. The key persons for innovation, for innovative education are always the experts having direct contact to students and enterprises in the same time, and where expert of the higher education are entrepreneur and know how owner it the same person. This special constellation should and can be cloned and also searched for parallel constellation having the same efficiency in startup-support for SMEs. An idea breeding farms is namely a special form of doctoral, scientific schools. It is a old/new concept of incubation based on rationality and sovereignty.

**Research limitations/implications** – The idea breeding farms need a lot of factors being existent in the same time and in the same space. The frequency of occurrence can be increased through information networks, objective evaluations of activities, but not really with orders. The logic of idea breeding farms can be adapted e.g. in the V4 countries. The adaptation needs a common language (English). The international information network can provide further best practices and direct communication possibilities between active participants of this network. An international expansion could also be helpful for startups aiming international market presence.

**Practical implications** – In case of each researcher/lecturer/expert/parent, it is possible to derive the value of the potential (like estimation of innovation potential for enterprises) being able to play a leading role in an idea breeding farm. Parallel, the estimation of the potential indexes produce a simulator, where each person can be evaluated in form of online expert systems based on the term-creation capacities of artificial intelligence solutions.

**Originality/Value** – The case study itself is only a report. The methodology of estimation of person-oriented innovation potentials can be seen as one of the most relevant direction of developments, where human capabilities should be transformed into source codes. The same methodology is able to derive bubble effects, which show both for the enterprises and the higher education the directions having innovation needs.

**Keywords: artificial intelligence, objectivity, information alliance, innovation management, knowledge management, learning organization, competence matrix**

**Research type (choose one):** case study

**JEL classification: must be provided Choosing JEL Classification Codes from the list http://www.aeaweb.org/jel/jel\_class\_system.php.**

1. SZIE MY-X research group, Hungary, pitlik@miau.gau.hu [↑](#footnote-ref-1)
2. SZIE MY-X research group, Hungary, miau@miau.gau.hu [↑](#footnote-ref-2)
3. SZIE MY-X research group, Hungary, miau@miau.gau.hu [↑](#footnote-ref-3)
4. SZIE MY-X research group, Hungary, miau@miau.gau.hu [↑](#footnote-ref-4)