

THE ENTREPRENEUR OF INNOVATIVE ORGANIZATIONS. An action Research Approach Application.

Clemencia Morales Montejo

Carrera 18 # 92-22, Bogotá, Colombia

clemorales@hotmail.com

The focus of this paper is on the application of Action Research Approaches in designing organizations. It is a theoretical and practical experience through a participatory methodology developed by the author in her book "The Entrepreneur of Innovative Organizations".

The book promotes the creation of a business in a systemic way, allowing the knowledge of the future organization to emerge through a permanent, interactive learning process. The experience of creating different kinds of organizations is adjusted in reference to a dynamical process of creating a new innovative business based on an action research approach. The process is concerned with entrepreneurial action and reflection in an organizational and environmental generation experience. As a consequence, an evolutionary, learning, entrepreneur system is emerge.

The systemic methodology generates a collective learning for developing products, services and processes in a creative, methodical and effective way. The process develops the ability of the manager's innovation, in order to increase the organizational competitiveness. The global environment demands new human talent with components of creativity and innovation. Communities of entrepreneurs are invited to participate in the organizational incubation through conversations generated by the questions included in each chapter of the book. The answers to the questions promote critical discussions that emerge in a learning entrepreneur system.

The new practical network of interconnected organizations proposed in the book produces an effective understanding and change within a complex business ecosystem in different public and private organizations. A description of different case studies considering organizational background, structure and sector and their entrepreneurs help to design sustainable organizations. Understanding the principles of interconnectedness and feedback of different kinds of organizations permits to generate future innovative business communities. To create entrepreneurs of innovative organizations, is an important contribution to the actual situation of unemployment and the survival of future organizations.