

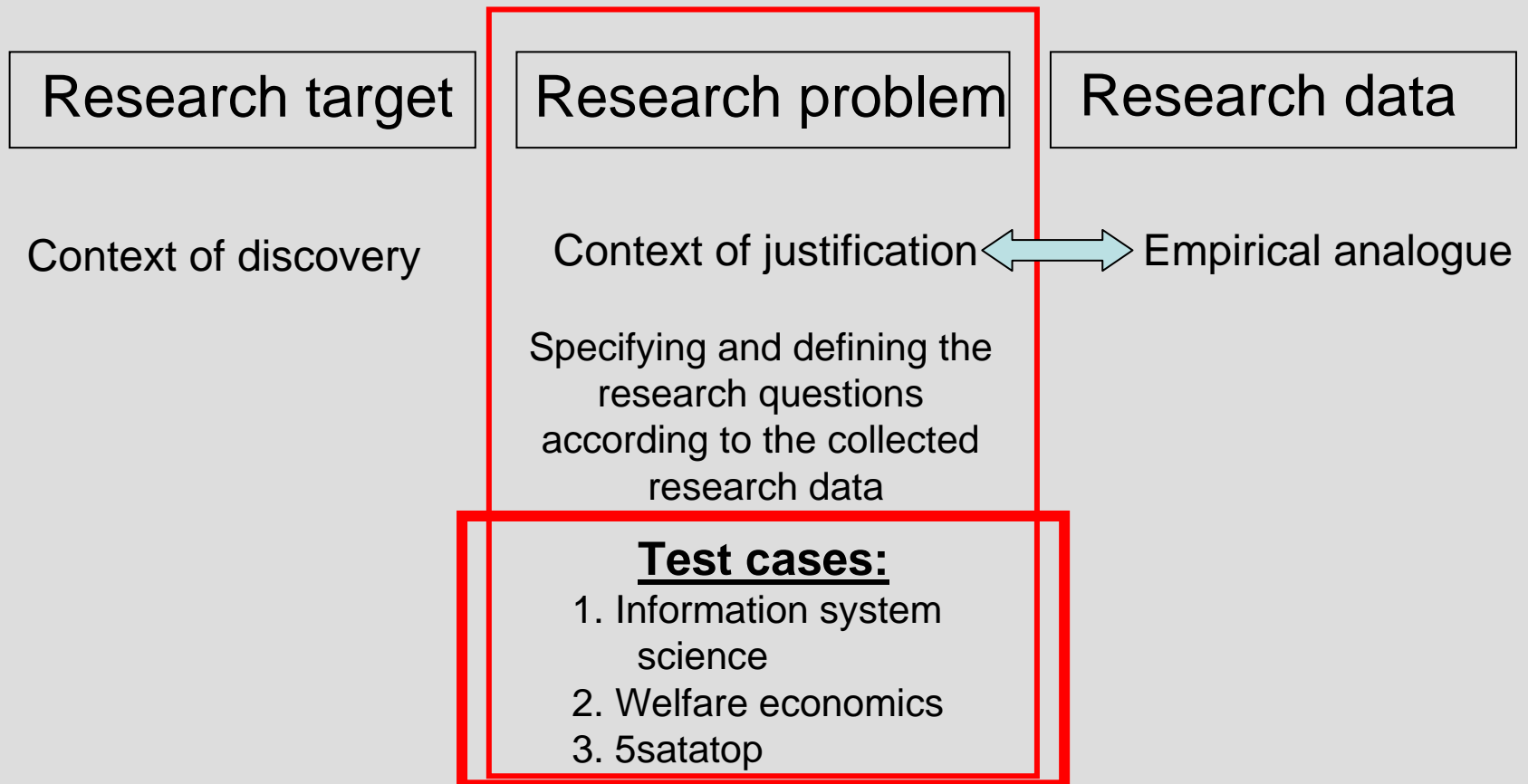


# From Futures studies towards Futures Research as Science: Part 2 – Context of Justification

International Conference on  
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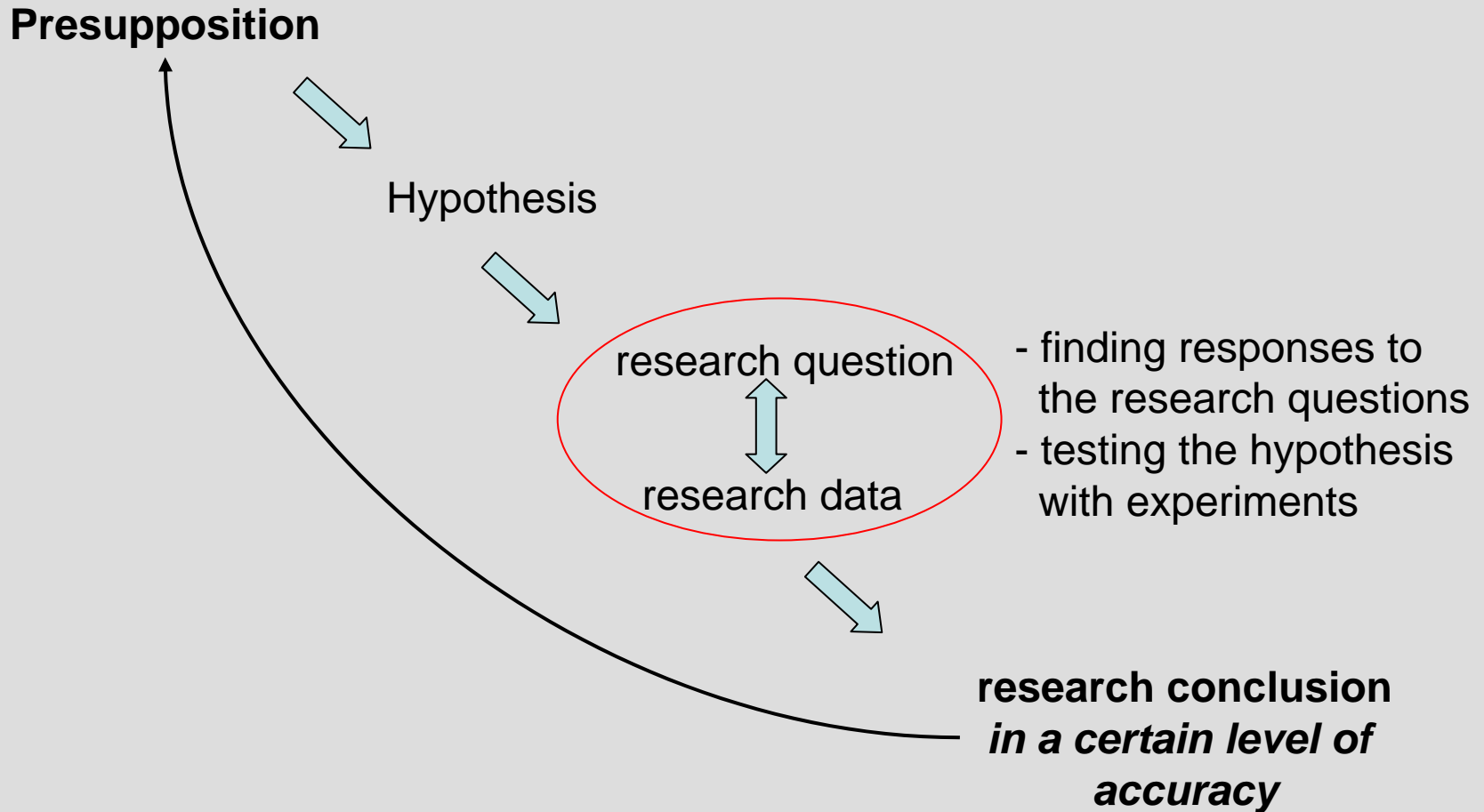


# Relationships





# The verification process of functional paradigm





# The verification is based on:

- **Pilot test cases** with specific research question
- Scenarios
- Weak signals
- Mega trends
- Models of business activities
- The logic of development process and its presuppositions
- Different time spans
- Intentional behavior
- Interpreting historical phenomena and its prospective progress
- Deriving conclusions



# Ongoing pilot projects

## 1. Information system science

- A What is the data systems role in enterprise networks in a 4-8 year time span?
- B How can information be compiled into knowledge within information systems which are serving enterprise networks?

## 2. Welfare Economics

- A<sup>1</sup> How can the process of developing social innovations be described?
- A<sup>2</sup> What kind of social innovations can be expected to overcome in future
- B How should the innovation ideas be formulated as an "open platform" for the enterprises?

## 3. 5satatop

- A How to formulate fruitful and effective research questions in testing future environments?
- B<sup>1</sup> How can the future product or service proposals be conceptualized for user approval?
- B<sup>2</sup> How can the enterprise network approve and adopt successful products/ services?



# 1. Information system science

- Information systems (IS) role in 4-8 years time span
- The role of IS in a business network is significant, (turning into e-business)
  - Share and create knowledge effectively
  - Drive parties of network to co-operation
- IS allows new business models to be implemented
- Research focuses on relationships of a business network and its IS and on changes in IS which affects on business activities
  - Different roles of enterprise network
  - The nature of data flow
  - The level of integration of an information system



## 2. Welfare economics

- Kunnallisan Kehittämissäätiö (KAKS) fund, Satakunta as a pilot area
- This project is responding to the growing pressure to serve aging population and producing welfare services with less number of employees
- This pilot test case is adapting the presented (Timo Sneck) as a research method and testing functional paradigm
- By taking account following points it is possible to formulate a follow-through model for new social innovations:
  - Innovation ideas has to be argued in most accurate level as possible
  - Innovation ideas has to be eligible and important in order to improve welfare economy
  - There is a shared need to transform the future oriented knowledge into practice
  - Communication of the network has to be a prerequisite
  - The value chain must be identified between parties
  - The customer value and acceptance has to be proven
  - Actions has to be formulated together utilizing shared/common logic of profitability



# 3. 5satatop

1)

## The definition of 5satatop

- a test field which tests the theories and systemic relations presented in the report (Sneck 2006)  
“Methodology for anticipating innovations”
- a test field generating business growth through innovation ideas which are found 4-8 years before its establishment to a market place.





# 3. 5satatop

2)

## **Mission for 5satatop for the year 2012:**

5satatop is a full-scale empirical test field for functional paradigm. The task of 5satatop is to enable the business network, where operations are based on innovation activities and on new business models for network economy, to growth.

## **The goals of 5satatop**

To explore and implement innovation ideas for a future oriented business environment (for 5satatop)



# Conclusions

- The proper research questions are developed in three test environments
- On this basis new research methods can be developed
- Research methods will be based on context of discovery type innovation ideas in 5satatop test environment
- It takes about five years to get the first context of discovery oriented contributions for futures research theory finished



# Thank you!

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