

An Analysis of the Conceptual Structure and Evolutionary Trajectory of Frugal Innovation in the Public Sector: An Academic Social Network Analysis

Fatemeh Eskandari¹, Ali Shayan^{*2}

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Abstract

Over the past decade, and amid tightening budgets and widening access gaps, Frugal Innovation (FI) has gained strategic salience in the public sector as an effective approach to delivering good-enough quality at an affordable cost. Adopting a bibliometric design and academic Social Network Analysis (SNA) (keyword co-occurrence and citation-network analysis), this study compiles, screens, and analyzes a corpus of 102 peer-reviewed articles from the Web of Science Core Collection (1999–2025) using R (bibliometrix). The resulting conceptual map and evolutionary trajectory show that, over roughly twenty-five years, the field has moved from an initial phase of dormancy to conceptual diversification, followed by convergence with global agendas, and finally a crisis-driven surge during the COVID-19 period. The findings further indicate the domain's multidimensional character and its strong interconnections with sustainable development, public health, social justice, public policy, and technology strategy. Taken together, these insights provide a foundation for policymakers and public-sector decision-makers to deploy frugal innovation more effectively in the design and delivery of public services, guided by a clearer understanding of the field's key themes and conceptual drivers.

Keywords: Frugal Innovation (FI), Public Sector, Social Network Analysis, Bibliometric Approach, Keyword Co-occurrence, Citation Network.

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1. PhD student in Science and Technology Policy, Tarbiat Modares University, Tehran, Iran. fatemeh.eskandari@modares.ac.ir.

2. Assistant Professor, Faculty of Management & Economics, Tarbiat Modares University, Tehran, Iran/ Corresponding Author: ashayan@modares.ac.ir.

نوع مقاله: پژوهشی

تحلیلی بر ساختار مفهومی و سیر تکامل حوزه نوآوری مقرون به صرفه در بخش عمومی مبتنی بر شبکه‌های اجتماعی دانشگاهی

فاطمه اسکندری^۱ و علی شایان^{۲*}

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چکیده

در دهه اخیر، تحت محدودیت‌های بودجه‌ای و شکاف‌های روبه‌گسترش دسترس، نوآوری مقرون به صرفه به مثابه رویکردی کارآمد برای ارائه کیفیت به اندازه کافی خوب با هزینه قابل پرداخت در بخش عمومی، اهمیت راهبردی یافته است. در پژوهش کنونی با رویکرد کتاب‌سنجی و تکنیک شبکه‌های اجتماعی دانشگاهی، مجموعه‌ای از ۱۰۲ مقاله داوری شده از وب‌آوساینس در بازه زمانی ۲۰۲۵-۱۹۹۹ گردآوری، پالایش و در نرم‌افزار آر تحلیل شده است. نقشه مفهومی و روند تکامل حوزه نوآوری مقرون به صرفه در بخش عمومی حاکی از آن است که این حوزه طی حدود ۲۵ سال، از نهفتگی اولیه به تنوع مفهومی، سپس هم‌گرایی با دستورکارهای جهانی و در نهایت جهش بحران محور در دوره کرونا گذر کرده است. نتایج حاکی از چندبُعدی بودن این حوزه و درهم‌تنیدگی آن با موضوعات توسعه پایدار، سلامت عمومی، عدالت اجتماعی، سیاست‌گذاری و راهبرد فناوری است. بررسی خوشه‌ها نشان می‌دهد نوآوری مقرون به صرفه در بخش عمومی از چهار مسیر اصلی با دولت پیوند می‌یابد: نخست، از طریق سیاست‌های پایداری و مدیریت منابع که راه‌حل‌های «به‌اندازه‌کافی خوب» را به اهداف توسعه پایدار متصل می‌سازد؛ دوم، در حوزه سلامت که تجربه‌های بحران‌هایی مانند کووید-۱۹ نشان داده‌اند نوآوری‌های کم‌هزینه می‌توانند به بازطراحی نظام‌های بهداشتی و افزایش تاب‌آوری منجر شوند؛ سوم، از مسیر نوآوری‌های اجتماعی و عدالت محور که دولت با تنظیم‌گری و حمایت هدفمند، امکان دسترسی گروه‌های محروم به خدمات ارزان و کارآمد را فراهم می‌کند و چهارم، از طریق هدایت تحقیق و توسعه و راهبردهای فناورانه به سمت طراحی‌های ساده و قابل استفاده مجدد. در مجموع، دولت نه تنها بهره‌بردار، بلکه هدایت‌گر و تسهیل‌کننده اصلی گسترش نوآوری‌های مقرون به صرفه در راستای اهداف توسعه پایدار و عدالت اجتماعی است.

کلیدواژه‌ها: نوآوری مقرون به صرفه، بخش عمومی، تحلیل شبکه اجتماعی، رویکرد کتاب‌سنجی، هم‌رُخدادی کلیدواژگان، شبکه استنادی.

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۱. دانشجوی دکتری رشته سیاست‌گذاری علم و فناوری، دانشکده مدیریت و اقتصاد، دانشگاه تربیت مدرس، تهران، ایران.

fatemeh.eskandari@modares.ac.ir

۲. نویسنده مسئول: استادیار گروه مدیریت فناوری اطلاعات، دانشکده مدیریت و اقتصاد، دانشگاه تربیت مدرس، تهران، ایران.

ashayan@modares.ac.ir



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فاطمه اسکندری و علی شایان

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مدیریت نوآوری

نشریه علمی مدیریت نوآوری

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