

Table of Contents

International Journal of R&D Innovation Strategy

Volume 2 • Issue 1 • January-June-2020 • ISSN: 2577-4972 • eISSN: 2577-4980

Research Articles

- 1 **Generating Ideas for New Product Development: Strategies and Initiatives**
Pratap Chandra Mandal, Indian Institute of Management, Shillong, India

- 22 **The Mind of Sustainability: A Mind Genomics Cartography**
Dalma Radványi, Centre for Agricultural Research, Hungary
Attila Gere, Szent István University, Hungary
Howard R. Moskowitz, Mind Genomics Associates, Inc., White Plains, USA & MindCart.AI, Toronto, Canada

- 44 **Designing and Adapting Services to Create Value Outside a Hospital Using Blockchain Architecture: Care Delivery in Patient Ecosystem**
Mohan Rao Tanniru, University of Arizona, USA
Robert Tanniru, DEC Gaming, LLC, Rapid City, USA

Copyright

The **International Journal of R&D Innovation Strategy (IJRDIS) (ISSN 2577-4972; eISSN 2577-4980)**, Copyright © 2021 IGI Global. From the journal's inception, January 1, 2019, to December 31, 2020, all rights, including translation into other languages is reserved by the publisher, unless otherwise stated in the article manuscript. As of January 1, 2021, this journal operates under the gold Open Access model, whereby all content published after this date is distributed under the terms of the Creative Commons Attribution 4.0 International (CC BY 4.0) License (<http://creativecommons.org/licenses/by/4.0/>) where copyright for the work remains solely with the author(s) of the article manuscript. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of R&D Innovation Strategy* is indexed or listed in the following:
Google Scholar