

Call for Papers:

Special Issue on Creativity in Innovation Management

Guest Editors

In order to reflect the interdisciplinary character of creativity, the Editors of this special issue cover three fundamental areas:

Why and for what can we use creativity: Business and managerial aspects

Alexander Brem, University of Southern Denmark, Sønderborg, Denmark

How can we interact in creative settings: Psychological and social aspects

Rogelio Puente-Diaz, Universidad Anahuac Mexico Norte, Estado de Mexico, Mexico

How can we activate creative thinking: Cognitive and neural aspects

Marine Agogué, HEC Montréal, Montréal, Canada

Background

In today's business world creativity has become one of the most important success factors (Florida, 2002). The understanding of "organizational creativity as the creation of a valuable, useful new product, service, idea, procedure, or process by individuals working together in a complex social system" (Woodman et al., 1993) is vital for the innovation process of a company and serves as a mainspring especially at the early beginning of an innovation (Bilgram et al., 2008). Innovation as the practical application of created ideas in turn is a critical success factor for a company's competitive advantage and long-term success.

Creativity has been studied across several disciplines including psychology, social sciences, economics, education and the arts. However, a homogenous definition and classification of the term *creativity* has often been neglected (Plucker & Beghetto, 2004; Puccio & Cabra, 2012; Simonton, 2013). Moreover, creativity has been recognized as not manageable for a long time. Therefore, studies on creativity have looked at factors that "can manage for creativity" (Amabile & Mukti, 2008) such as leadership competencies or a working environment that positively influences and supports or hampers creative processes in an organization. A further shortcoming of creativity research has been that it has traditionally distinguished between two generic types of creativity. The everyday creativity inherent in the average person (e.g. Richards, 2007) and the creative genius, associated with famous talents in certain fields (e.g. Simonton, 1997). Especially in the

context of business and management literature, there is still need for further research to demystify creativity as being a natural force without control, and to elaborate its role within the management of innovation.

Hence, the question arises how this multifaceted and interdisciplinary topic of creativity can be included in innovation management, which is the focus of this Special Issue.

Subject coverage

In this context, theoretical and conceptual papers on creativity in innovation management from different disciplines are welcome. Interdisciplinary research is as well encouraged. Empirical studies that feature examples and results of creativity in innovation management are encouraged, as well as papers on success factors and risks. Comparative studies that examine similarities and differences between different sectors and countries are also welcome.

Suggested topics for this special issue are:

- Definition and measurement of creativity
- Integration in the Front End of Innovation
- Insights into creative processes and creative cognition
- Levers on creative thinking during ideation
- Creativity along the innovation process
- Linkage of creativity with prototyping and manufacturing
- Business Model Innovation and Creativity
- Management of networks for creativity
- Incentivation for creativity
- Research on creativity techniques
- Use of collaboration tools for creativity
- Role of innovation culture on creative processes
- Boundaries of creativity and design
- Individual and (interdisciplinary) team creativity
- Similarities/differences between facilitating creativity and innovation

Moreover, studies on country comparisons influence of industry and firm size as well as gender-related differences are in the scope of this Call for Papers.

Notes for prospective authors

Submitted papers must not have been previously published or be currently under consideration for publication elsewhere. All papers will be refereed by an international Special Issue Editorial Board through a double-blind peer review process.

A guide for authors, sample copies and other relevant information is available at <http://www.worldscinet.com/ijim>

In addition, selected articles will be invited being released in a book published by Imperial College Press.

Important Dates

Submission of manuscripts	April 1, 2015
Notification to authors	July 15, 2015
Revisions due	August 15, 2015
Second round decisions	October 15, 2015
Revisions due	November 15, 2015
Final Editorial Decision	December 15, 2015
Journal publication	Spring 2016

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