



TRACK 27: Organizing creativity for innovation: Multidisciplinary perspectives, theories, and practices

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Abstract:

Europe's service and knowledge based economy need to be increasingly innovative. Organizations explore new ways to be innovative like involving suppliers and customers in the innovation process (e.g. "open innovation"). However, the talents of the organization's own employees seem not fully utilized. The creativity of people in the organization can also be the starting point for innovation, not only the employees and teams that are assigned the actual task of developing innovative products, services, or processes etc., but also other employees and teams without such specific task, but who have ideas for innovation. It has been acknowledged that the ultimate manifestations of creativity depend not only on individual and team characteristics, but also on a variety of factors in the work environment. A number of social-organizational conditions and leadership factors have been connected to creativity. There is a strong need to identify effective approaches to enhance creativity in organizations in Europe. This track intends to address research on organizational creativity and innovation in three ways. First, although ongoing research on creativity and innovation in Europe focuses on either the micro-level (individual characteristics such as personality traits of creative persons) within the

realm of psychology, or on the macro-level within the realm of technical and economical disciplines (Fagerberg, Mowery & Nelson, 2005), the proposed track is positioned at the **meso level** (the organization) and the intent is to discuss what factors in the work environment may hamper or promote creative and innovative efforts and how they can be managed. Research at this level can give directions to how managers can enhance innovation by influencing and designing climates for creativity and innovation. Secondly we intend to include knowledge from **various disciplines** that traditionally do not much work together. We acknowledge that different aspects of the social-organisational work environment and different factors of the physical work environment can enhance employee and team creativity. We will bring together scholars from disciplines that focus on the organizational environment (e.g. innovation management, organizational sciences, organizational behaviour) and disciplines that focus on the physical environment (e.g. architecture, interior design, ergonomics) in order to make a valuable contribution. Thirdly, we acknowledge that Europe is not one cultural entity and that due to **cultural differences**, it is possible that generic research outcomes and innovation strategies are unsuited and untargeted within different European location, and that full potentials are untapped. Hence, in this track we will emphasize the need for cross-national comparisons.

Keywords: employee creativity, team creativity, work environment, cultural differences

