



## SIG 06 - INNO - Innovation

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### ST06\_08 - Organising creativity for innovation: Multidisciplinary perspectives, theories, and practices

#### Proponents:

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#### Short description:

This track intends to address research from various disciplines on organisational creativity and innovation. Our objective is to discuss the processes, mechanisms, behaviours, tools and methods that promote or hamper creative and innovative efforts of individuals and teams, and how they can be managed. We focus on: “Organising” which includes (HR) management practices, leadership, organisational elements, and strategic environment; the “Creativity” of individuals and teams in general as well as with a specific creative task; the “Innovation” of products, services, processes, marketing, business models, etc., and on the contribution to firm “performance”. We welcome both conceptual/theoretical and empirical contributions.

#### Long description:

This track intends to address research on organisational creativity and innovation. Our objective is to discuss what aspects (i.e. factors, mechanisms, processes, tools etc.) in organisations may hamper and promote creative and innovative efforts and how they can be managed, as well as the dualities and tension generated by creativity when it enters organisations. We intend to combine knowledge from different disciplines and include new frameworks challenging the status quo of research. We will bring together scholars from different disciplines that study socio-organisational work environments (e.g. within management, organisation, organisational behaviour, HRM, entrepreneurship), socio-technical systems or physical work environments (e.g. within architecture, interior design, environmental psychology, ergonomics). The track also encourages sessions that focus on the role of HR strategies and practices, leadership, ambidexterity, organisational culture and climate, and entrepreneurial organizations and SMEs in facilitating creativity and innovation. We welcome both conceptual/theoretical and empirical contributions with a variety of research strategies including surveys, experiments, case studies, ethnographic studies, discourse studies and reviews. We are interested in “Organising” which includes creativity supporting management, leadership and human resource management practices (such as various human resource management practices, organisational environment design, physical environment design, leadership



styles, job design, climate and culture, etc.) that can enhance innovation. We focus on creativity of the employees in general as well as of employees with a specific creative task (such as designers, consultants, managers, marketers). We also focus on innovation, by including process and product/service innovation but also other types of innovation (e.g. management innovation, employee-driven innovation, social innovation, ecological innovation for sustainability). We also hope to explore how, on various levels of analysis, organising creativity for innovation can affect firm performance.

Topics include:

- Organisational design for creativity and innovation
- Organisational culture and climate for creativity and innovation
- Work environment design for creativity and innovation
- Human resource management for creativity and innovation
- Leadership for creativity and innovation
- Strategies for creativity and innovation
- Knowledge sharing for creativity and innovation
- Creativity and innovation through collaboration between and within organisations
- Creativity and innovation in entrepreneurial organisations and SMEs
- Managing creativity in specific professions and business environments
- Critical perspectives on organisational design and the organising of creativity and innovation
- Creative tools and methods for business model innovation

**Keywords:**

Creativity  
 Innovation  
 Work environment  
 Managerial and organisational practices  
 Human resource management  
 Leadership and strategy

**UN Sustainable Development Goals (SDG):**

Goal 3: Good health and well-being for people, Goal 5: Gender equality, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 17: Partnerships for the goals.

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**AUTHORS GUIDELINES**

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