Collective Creativity in Organisations:

A Collaborative Research Approach

Thursday, 4 March 2021, 2 PM

Please contact school.socialsciences@unitn.it for the link to the Zoom event

Speaker:

- Stefano Cirella, University of Essex

Abstract

The seminar will present and discuss a framework of collective creativity. Collective creativity goes well beyond the creativity of any single person and involves exchanging and integrating knowledge among individuals, teams, and groups. Organisational factors for collective creativity are identified, underlining the relevance of structured processes and technological support. Moreover, the focus is on the intentionally designed learning mechanisms that are critical to the development of collective creativity as a key organisational competence.

This stream of research was developed with different collaborative research initiatives. In the seminar, specific attention is devoted to the methodological issues and, specifically, to collaborative research methodologies that can guarantee both relevance and rigour.

In conclusion, future research directions will be presented, in particular referring to interorganisational practices for creativity and innovation (collaborative innovation).