

Programme
Research Workshop
“Global Management of Creativity in the Digital Age”

Thursday, 18th February 2016

- 1:00-1:15 pm: Coffee and Welcome
- 1:15-1:55 pm: Jean-Alain Héraud and Emmanuel Muller:
Causation, effectuation and creativity management.
Discussant: Nikolaus Seitz
- 2:00-2:40 pm: Patrick Cohendet, Laurent Simon, David Grandadam:
Distributed creativity: Managing co-production between geographically distant studios in the video-game industry.
Discussant: Montserrat Pareja
- 2:40-3:10 pm: Coffee break
- 3:10-3:50 pm: Marcus Wagner and Wilfried Zidorn:
The effect of ambidexterity on creative success in the global biotechnology industry.
Discussant: Moritz Müller
- 3:55-4:35 pm: Claude Guittard, Julien Pénin, Eric Schenk:
How does open innovation affect creativity?
Discussant: Thierry Rayna
- 4:40-5:20 pm: Erik E. Lehmann and Nikolaus Seitz:
Creativity and entrepreneurship: Cultures, subcultures and the impact on new venture creation.
Discussant: Jaume Valls
- 6:00 pm: Workshop Dinner at Ratskeller

Friday, 19th February 2016

- 10:00-10:40 am: Thierry Rayna and Ludmila Striukova:
Managing co-creation within global creative processes: A framework.
Discussant: Julien Penin
- 10:45-11:25 am: Arman Avadikyan and Moritz Müller:
Creativity management in giant research infrastructures: Local interactions and global co-opetition.
Discussant: Marc Rocas
- 11:30-12:10 am: Montserrat Pareja-Eastaway and Juan Vidaechea:
Engaging creative people in creative processes: The case of Barcelona co-location projects as examples of the ‘middleground’.
Discussant: Jean-Alain Héraud
- 12:10-1:00 pm: Lunch
- 1:00-1:40 pm: Marc Rocas and Evelyn Garcia:
Using cultural intelligence to manage creativity in organizations.
Discussant: Thierry Burger
- 1:40-2:00 pm: Concluding remarks and farewell