Integrating Art and Creativity into Business Practice

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Giovanni Schiuma (University of the Arts London, United Kingdom) and Antonio Lerro (University of Salento, Italy)

Description:

Adaptability and sustainability are key factors in the success of any business in modern society. Developing unique and innovative processes in organizational environments provides room for new business opportunities.

Integrating Art and Creativity into Business Practice is a key reference source for the latest scholarly research on the tools, techniques, and methods pivotal to the management of arts and creativity-based assets in contemporary organizations. Highlights relevant perspectives across a myriad of topics, such as organizational culture, value creation, and crowdsourcing.

Readers:

This book is ideally designed for managers, professionals, academics, practitioners, and graduate students interested in emerging processes for entrepreneurship and business performance.


Topics Covered:

- Business Motivation
- Corporate Entrepreneurship
- Creative Economy
- CrowdSourcing
- Informal Workplace Spaces
- Organizational Culture
- Value Creation

Hardcover + Free E-Book: E-Book Only:

$170.00 $170.00

Order Information
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Table of Contents

Chapter 1
"Reinventing organizational creativity and innovation through adapting a service-based working culture"
Sanna Ketonen-Oksi, Tampere University of Technology, Finland

Chapter 2
"Employee Creativity to Deliver Organizational Performance Improvements: a Multiple Case Study Research"
Emanuela Scarmozzino, University of Calabria, Italy
Vincenzo Corvello, University of Calabria, Italy

Chapter 3
"Searching in the Past New Strategic Approaches: Creating and Appropriating Value through Tradition"
Tommaso Savino
Antonio Messeni Petruzzelli
Vito Albino

Chapter 4
"The case for informal spaces in the workplace"
Monica Biagioli.

Chapter 5
"A fuzzy cognitive map based approach for understanding value creation mechanisms of artistic interventions"
Daniela Carlucci
Giovanni Schiuma

Chapter 6
"Students’ creativity based approach for developing corporate entrepreneurship: a case study"
Giustina Secundo
Pasquale Del Vecchio
Giuseppina Passiante
Mirco Paoletto

Chapter 7
"Crowd sourcing and Crowd participation. Motivation in the OR.CHE.S.T.R.A. Community"
Stefano Consiglio
Mariavittoria Cicelli
Giancarlo Ragozini
Adriana Scuotto

Chapter 8
"Cultural Organization Push for Territory’s Growth: the Case of “Armonie d’Arte” Festival"
Concetta Lucia Cristofaro
Anna Maria Melina
Rocco Reina
Marzia Ventura

Chapter 9
"The Creative Economy in the Balkan Countries"
Valentina Ndu
Giovanni Schiuma