

Foreword

The book *Imagination, Creativity, and Responsible Management in the Fourth Industrial Revolution* addresses three interconnected aspects of the contemporary and future-oriented management education for the leaders and academics of tomorrow. First, it provides a connection with advanced digital technologies such as those of the Fourth Industrial Revolution and their interplay with business and society. This combination is important given because management is increasingly affected by, empowered through these technologies, and will be even more so in the coming future. Second, it introduces the concepts of imagination and creativity, which both require sustainable and responsible management practices and values beyond the single focus on short-term profit gains. These aspects are integrated in a unique way and are illuminated from a variety of perspectives such as philosophy, neuroscience, science fiction or humanities and social sciences in general. Shaping the future will require more transdisciplinary approaches that are already started to be developed in this book. Some indications such as the imaginative impact that artistic activity has on a scientist's achievement might be mentioned in this context.

This book could not be timelier. By focusing on creative, responsible and sustainable management practices, leaders and academics require the necessary skills and imagination to develop and make use of innovative technologies as well as to understand the impact of these technologies. To ensure responsible and sustainable management practices, they also need to be aware of the global impact of their decisions. Managers should, therefore, understand the impact of their business processes on the environment and use responsible, sustainable and globally applicable management practices to leverage the opportunities of the Fourth Industrial Revolution.

The book addresses various topics related to this context and critically reflects on the importance and impact of new digital technologies. By providing novel insights for the somewhat neglected roots of innovations such as imagination, which is exemplified in science fiction and methods for knowledge sharing and creation in virtual teams, the book enables much-needed guidance for students and scholars of innovation.

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I wish all the credits, attention and success this book deserves for the authors. I am sure this unique compilation of interrelated concepts, especially the aspects of imagination, creativity and innovation nexus will pave the way for further productive research programs and will attract a lot of positive attention.

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