Chapter 6
Cultural Indoctrination and Open Innovation in Human Creativity

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ABSTRACT

This chapter explores the connection between cultural indoctrination (CI) and open innovation in human creativity and its importance in an era of global hypercompetition. As organizations are confronted with the need to engage with stakeholders from a variety of different cultural backgrounds, the need to understand the ways in which cultural imperatives play into individual and collective performances becomes increasingly important. Based on an integrated literature review, this chapter examines the following eight factors included in CI: child development, cultural institutionalization, cultural intelligence, language structure and acquisition, social learning theory, religion, social capital, and values orientation theory (VOT). It is from these factors that a conceptual framework is developed for future application in theory and practice in open innovation.
INTRODUCTION

This chapter explores the connection between cultural indoctrination (CI) and open innovation in human creativity and its importance in an era of global hypercompetition. While it is established that scientific knowledge and technical expertise promote the wealth of nations in general, the scientific productivity of a country correlates more strongly with gross national income (GNI) per capita for advanced economies than does technological sophistication which is fundamentally more critical – and achievable – for developing nations (Jaffe, 2014). However, creativity is required for both areas with regards to open innovation which plays a critical role in achieving competitive advantage today (Chatzoglo & Chatzoudes, 2018; Ionescu & Dumitru, 2015). Later in this chapter we will briefly examine a current list of the most innovative cities in the world in connection with open innovation which is described below.

Cultural origins can permit the prediction of individual behavior in an organizational environment under various situations (Trompenaars & Hampden-Turner, 2010; Hofstede, 1985, 2001; Hall, 1976). Therefore, as organizations are confronted with the need to engage with stakeholders from a variety of different cultural backgrounds, the need to understand the ways in which cultural imperatives play into individual and collective performances becomes increasingly paramount (Hannah et al., 2013). This need ultimately provides the ability for organizations to sustain a competitive advantage and to remain profitable over time (Chatterji & Patro, 2014; Teece, 2014; Barney, 1991). This chapter links cultural origins, open innovation, and competitive advantage via a Cultural Indoctrination (CI) conceptual framework presented below to encourage further research in open innovation and to advance other areas such as business, education, management, and psychology. This is the major contribution of this work.

This chapter is organized below in the following manner. First is a Background covering the subjects of open innovation, realities in contemporary globalism, and competitive advantage. Second is an integrated Literature Review covering a range of work by established theorists in fields such as cultural anthropology, language structure and acquisition, social learning theory, cultural intelligence, social capital, and decision-making theory. Third is a Cultural Indoctrination Conceptual Framework that is a result of the Literature Review. Fourth is an Analysis section followed by Future Research Directions. Last is the Conclusion.

BACKGROUND

The globalization of today has placed many different demands on business, government, and society that simply did not exist even 10 years ago (WEF, 2018).
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