Bonding and Bridging Creativity, Innovation, and Entrepreneurship: A systemic approach to Innovation Management

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The meaning of Innovation and Innovation Management has been traditionally considered as a linear process internal to the firm, biased towards technological novelty, and focused on usability attributes. In the meantime, however, complex and modified creation, production, and consumption logics call for an extended view with regard to Innovation and Innovation Management in order to cope with phenomena like networks, open innovation, or the integration of consumers into economic value chains.

Against this background, the paper attempts to offer a systemic approach towards Innovation and Innovation Management. This approach aims to bond and bridge the similar, but often isolated and unconnected concepts of creativity, innovation and entrepreneurship by investigating upon (1) the different perspectives on, (2) the subtle distinction between (3) the very nature of (4) the values created through these concepts. It enables to sketch guiding principles for a holistic understanding and management of innovation (or in other words creativity in general), the identification of paradoxes and synergies within the management of creativity and the development of a hands-on modular design and blueprint for everyday challenges with this phenomenon (Suwala 2014, Fig. 3).

The most important insights are (1) that innovation (or creativity in general) can be considered from a variety of different perspectives which have to be adequately incorporated in order to obtain a systemic management approach towards innovation (Suwala 2014, Fig. 1). (2) The subtle distinction between these phenomena is that creativity in its narrow sense is mainly associated with the creation of meaningful originality, whereas innovation affirms first and foremost usefulness and entrepreneurship predominantly refers to valuability (Suwala 2014, Fig. 2). (3) The nature of innovation (or creativity in general) is characterized by something with meaningful originality, which is useful and valuable at the same time, verified (by individuals or teams), validated (by communities) and selected (by markets) against a frame of reference (see also Suwala 2014, Fig. 3). (4) The values that are created and have to be carefully managed within this realm are by far not only exclusively based on economic attributes, but often rely on idiosyncratic cultural and societal meanings.

Literature: