

The 1st ARTEM ORGANIZATIONAL CREATIVITY INTERNATIONAL CONFERENCE

Thursday, 26 and Friday, 27 March 2015 in Nancy (FRANCE)

Organized by

Alliance artem Recherche

ÉCOLE
ÉCOLE NATIONALE SUPÉRIEURE
D'ART DE NANCY



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Call for papers

THEME

“Rethinking Paths on Creativity and Sustainability”

The recent financial crises, the ongoing global shift towards new economic powers, protests against economic inequalities, increasing environmental concerns, and the accelerating pace of new technology development, are some of the challenges facing organizations today. It is essential that organizations respond to these challenges with creative, eco-efficient and eco-effective innovations that help conserve and improve natural, social and financial resources (Shrivastava and Statler, 2012). This could help companies to cope with the risks and challenges of the market, of workers, consumers and public demands for protecting the environment for present and future generations. Regardless of the sector, private or public, organizations must invest in creativity in order to provide internal and external responses that go beyond the current managerial tool-kit.

Historically, the study of organizational creativity faced major impediments. Although it is considered to be a vital ability, which must exist in and across all organizations, knowledge about creativity is highly fragmented (Rickards et al., 2008). Scholars and practitioners from such different fields as psychology, arts, management, and engineering have kept their understanding of creativity within the boundaries of their particular practice or research disciplines. However, it has been demonstrated that creativity can be approached from cross-disciplinary perspectives to the benefit of organizations, and their role in modern societies (Sternberg & Lubart, 1991). Models are being developed, which create more comprehensive views of organizational creativity. These models support processes of exploring individual creativity (Amabile, 1996), introduce and explain creativity enhancing techniques (Rickards and Moger, 2000), and the relationships between creativity and sustainability (Ramus & Steger, 2000). Creativity can be at the origin of new production processes and structures, and lead to improved quality, efficiency and safety. In these perspectives, creativity is required as a catalyst for innovation of products and services, as source of resources and improved energy efficiency, and as a foundation for sustainable policies and practices (Shrivastava et al., 2012).

ARTEM Organizational Creativity international Conference is in line with this reflection, and seeks to rethink paths on creativity to move organizations towards sustainability.

The objective of this conference is to bring together academics, managers, professionals and doctoral students in areas such as engineering, arts and management to tackle the topic of organizational creativity in its different dimensions. Cross-field approaches that merge management techniques with aesthetics sensibility, engineering solutions with management perspectives, or management analysis with artistic tools could contribute to the provision of solutions that cater for the simultaneous need of financial soundness, organizational stability and sustainability. We especially welcome contributions that cover such approaches, exploring new frontiers for the practice of management in organizations.

The conference is organized around a general theme track and five domain-specific tracks. The following are suggestions of contributions, per track:

Creativity and Sustainability track

- Creativity for sustainable solutions
- Sustainability and organizational competitiveness
- Institutional challenges to creative sustainable solutions
- Creativity and ethics in business
- Creativity for social innovation and social entrepreneurship
- Sustainability and organizational engagement

Creativity and environmental management initiatives

- New strategies towards environmental preservation
- Creativity and EMS quality improvement
- Life cycle management of products and services
- Prototyping processes and ideas feasibility
- Risk management
- Supply chain management

Creativity, Aesthetics and Management track

- Creativity in design/ architecture/ landscape
- Work spaces, engagement and performance
- Representational methods (hands on or performance based)
- Sound, performative arts and device
- Creative industries and economic well being
- Art Aesthetics and Creativity in Organizations

Creativity and Innovation track

- Sustainable innovation
- Measurement of creativity and innovation
- Knowledge management for creativity and innovation
- Creativity and innovation management in SMEs
- Creativity and innovation in the economic downturn
- Managing creativity and innovation in virtual context

Pedagogical track: Views on creative approaches to learning

Theoretical, empirical research work, state of the art reviews, cases studies, field studies and doctoral research in progress submissions will be considered.

Aesthetic practices and artistic inquiries by artists, into organizational sustainability challenges are also welcome.

REFERENCES

- Amabile, T. M. (1996). Creativity and innovation in organizations (Vol. 5). Boston: Harvard Business School.
- Ramus, C. A., & Steger, U. (2000). The Roles of Supervisory Support Behaviors and Environmental Policy in Employee "Ecoinitiatives" at Leading-Edge European Companies. *Academy of Management Journal*, 43(4), 605-626.
- Rickards, T., & Moger, S. (2000). Creative leadership processes in project team development: an alternative to Tuckman's stage model. *British Journal of Management*, 11(4), 273-283.
- Rickards, T., Runco, M. A., & Moger, S. (Eds.). (2008). *The Routledge companion to creativity*. Routledge.
- Shrivastava, P. and M. Statler (Eds.) (2012). *Learning From the Global Financial Crisis: Creatively, Reliably, and Sustainably*. Stanford University Press, Palo Alto, CA.
- Shrivastava, P., Ivanaj, V., & Ivanaj, S. (2012). Sustainable development and the arts. *International Journal of Technology Management*, 60(1), 23-43.
- Sternberg, R. J., & Lubart, T. I. (1991). An investment theory of creativity and its development. *Human development*, 34(1), 1-31.

DEADLINES

Submission of full papers via the online submission platform	November 30, 2014 (extended deadline)
Notification to authors	December 15, 2014
Return of finalized papers	January 15, 2015

PRELIMINARY PROGRAMME

Thursday, March 26, 2015

- 09.00-09.30 Welcome of participants
- 09.30-10.00 Conference opening
- 10.00-12.00 Plenary session
- 12.00-14.00 Lunch
- 14.00-15.15 Parallel sessions
- 15.15-15.45 Coffee-break
- 15.45-17.00 Parallel sessions
- From 19.00 Gala Dinner & Soundpainting

Friday, March 27

- 09.00-10.15 Parallel sessions
- 10.15-10.45 Coffee-break
- 10.45-12.00 Parallel sessions
- 12.00-14.00 Lunch
- 14.00-15.15 Parallel sessions
- 15.15-15.45 Coffee-break
- 15.45-17.00 Parallel sessions
- 17.00-18.00 Closing of the conference

GUIDELINES FOR AUTHORS

Full papers guidelines: maximum 7000 words, spacing 1 throughout, Times New Roman 10-point font, A4 size page formatting, 1 cm margins top and bottom, 1.5 cm margins right and left.

PUBLICATION

Participants of ARTEM OCC are invited to submit their papers for the special issue of *Journal of Cleaner Production* (impact factor: 3.398) on "Organizational Creativity and Sustainability".

More information: see [call for Special Volume](#)

REGISTRATION

Fees by December 31, 2014	295 €
Fees after December 31, 2014	340 €
Doctoral student fees	245 €

These fees include the gala dinner of March 26, the lunches of March 26 and 27, coffee breaks, and welcome bag.

To register to the conference, please fill the [online registration form](#)

ORGANIZERS

The 3 Schools of the "ALLIANCE ARTEM (Art - Technology - Management) RECHERCHE":

ICN Business School Nancy-Metz

Ecole des Mines de Nancy

Ecole Nationale Supérieure d'Art de Nancy

In partnership with the **Journal of Cleaner Production**

and following institutions and laboratories:

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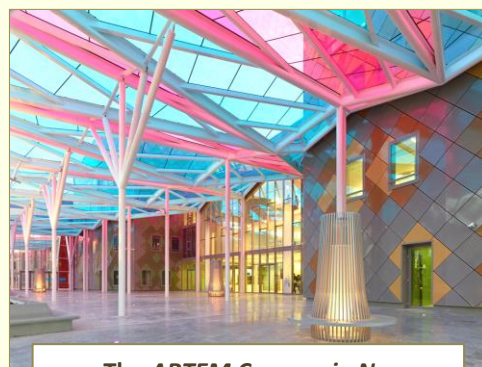
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More information on the conference website:

<http://conference.icn-groupe.fr/ARTEMOCC2015>



▲ The ARTEM Campus in Nancy