

Managing Creativity

Exploring the Paradox

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If you work in a creative industry, maybe managing writers, designers or programmers, you know how challenging it can be to manage creativity.Â Target Audience. The core audience for this talk include development managers, project leaders, and game designers â€“ people on the boundaries of development and management. Managing Creativity and Innovation. (3 ECTS) Approved by. Academic Council of the Masterâ€™s Programme.Â Creativity as a broad phenomenon is being explained by a large number of definitions and concepts. It is also a basis for such terms as â€“creative economyâ€™, â€“creative industriesâ€™, â€“creative classâ€™ that have already become widespread. The evolving concept of â€“creative economyâ€™ is important for policy makers and researchers. Citation. TAN, Gilbert. Managing Creativity in Organizations: A Total System Approach. (1998). Creativity and Innovation Management. 7, (1), 23-31. Research Collection Lee Kong Chian School Of Business.Â Organizations need creativity to adapt to the fast-changing environment and revitalize itself. In response to this need, managers have invested in various single approaches, such as, creativity training programmes, team-building, and leadership development to improve creativity.