



# CREATIVITY MEETS INNOVATION

Dialogues across Domains

Saturday 29 July, 2017

University of Applied Management (Steinheilstr. 4, 85737 Ismaning, Germany)

## International conference launching the "Institute for Creativity and Innovation (ICI)"

This conference combines three special events to mark the launch of the ICI:

1. An international **conference** which brings researchers, practitioners, students and professors from the fields of psychology, education, business and engineering to exchange ideas and experiences about the study and practice of creativity and innovation
2. A get-together of the **authors** of the Handbook of the Management of Creativity and Innovation: Theory and Practice ([www.worldscientific.com/worldscibooks/10.1142/10086](http://www.worldscientific.com/worldscibooks/10.1142/10086))
3. A get-together of the **alumni** of the creativity summer schools, such as ACAD Summer School ([www.china2011.fham.de](http://www.china2011.fham.de)) and the EMCI Intensive Program ([www.emci.fham.de](http://www.emci.fham.de))

### Keynote Speakers:

**Prof. Dr. Giovanni E. Corazza (Italy)**  
Founder and Director, Marconi Institute for Creativity, University of Bologna, Italy

**Prof. Dr. Franz Huber (Austria)**  
Professor, Institute for Innovation Management, Private University Castle Seeburg, Austria

**Dr. Vlad P. Glaveanu (Denmark)**  
Associate Professor, Department of Communication and Psychology, Aalborg University, Denmark

**Prof. Dr.-Ing. Elmar Wagner (Germany)**  
Professor in Electronic Engineering, University of Augsburg, Germany; Chief Judge, iENA-International Invention Exhibition

### Invited Guests:

**Dr. Francisco Pavón**  
Professor Didactics and School Organization, University of Cadiz, Spain

**Prof. Dr. Joaquín Moreno**  
Professor in Electronic Technology, University of Cadiz, Spain

**Prof. Dr. Detlef Urhahne**  
Professor in Educational Psychology and Former Director, Center of Key Competencies, University of Passau, Germany

**Prof. Dr. Matthias Spörrle**  
Professor, Institute for Innovation Management, Private University Castle Seeburg, Austria

**Dr. Thomas Hüttl**  
Head of Product Lifecycle Management (PLM) Systems, MTU Aero Engines, Munich, Germany

**Dr. Stefan Lipowsky**  
Senior Manager, it-economics, Munich, Germany

**Dr. Alona Mon**  
Lecturer, National Pedagogical Dragomanov University, Kyiv, Ukraine

**Ms. Roya Klinger**  
Founder & Director, the Global Center for Gifted and Talented Children

### Conference participants also include:

**Alumni...**  
of the creativity summer schools organized by UAM

**Authors...**  
Handbook of the Management of Creativity and Innovation

**Participants...**  
Master course "Psychology of Creativity and Innovation"

**Colleagues...**  
of UAM & IUNWorld from all departments



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## Program

### Morning (09:00 – 12:00)

- 09:00 Introduction of the guests and program (Prof. Dr. Min Tang, Director, Institute for Creativity and Innovation)
- 09:10 Welcome speech from UAM (Prof. Dr. Dr. Christian Werner)
- 09:30 **Keynote 1: Prof. Dr. Giovanni E. Corazza** "New approaches to creativity and innovation - the dynamic definition of creativity"
- 10:00 **Keynote 2: Dr. Vlad Glaveanu** "Distributed creativity - when creativity and innovation merge"
- Coffee break*
- 10:50 **Keynote 3: Prof. Dr. Franz Huber** "On managing innovation in the sharing economy"
- 11:20 **Keynote 4: Prof. Dr.-Ing. Elmar Wagner** "Engineering PLUS"
- 11:50 Summary

12:00 – 13:00: *Lunch together*

### Afternoon Block I (13:00 – 16:00)

- 13:00 Introduction to the Institute for Creativity & Innovation (Prof. Dr. Min Tang)
- 13:15 Student Presentations (Markus Moser, Lars Sielaff, Stella Ienna & Bastian Marcos, Elena Tangocci)
- 14:30 Creative Break (engage in creative tasks and interaction)

*Coffee break*

- 15:00 Think-Tank-Talk: "Futures of C&I Research/Trends & Challenges" (keynotes and invited guests)

### Afternoon Block II (16:30 – 18:00)

<b>Meeting 1: Authors &amp; Invited Guests</b> Looking forward: Projects and topics for collaborating in the future (build on ideas from the "Think-Tank-Talk")	<b>Meeting 2: Alumni</b> Life after the creativity summer school and future cooperation possibilities (ACAD and EMCI Alumni)
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**Conference Closing & Summary (18:00) ... followed by Biergartening (optional)**

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#### The Institute

The *Institute for Creativity and Innovation (ICI)* seeks to reunite creativity and innovation combining knowledge and studies about creativity and innovation from different disciplines and across cultures. Through the interdisciplinary and intercultural approach, the ICI strives to promote a holistic understanding of the antecedents, development and management of creativity and innovation at both individual and organizational levels. The current areas of expertise of the ICI include: Culture & Creativity, Creativity & Innovation across Domains, Creativity & Innovation in Education, Innovation Management & Entrepreneurship.

Visit our website for more information, or contact us directly: [www.ici.iunworld.com](http://www.ici.iunworld.com)

Special thanks for continued support and cooperation from the University of Applied Management / Hochschule für angewandtes Management