

Cultural differences and creativity in the workplace

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Creativity at work is generally defined as the production of novel ideas and solutions that are feasible and oriented towards goals achievement. Creativity is fundamental for innovation, and it is considered an emerging skill for managers and employees at the time of digital transformation, because it is a distinctive human ability, that cannot be easily replaced by AI, machine and deep learning and may offer organizations something intelligent machine are not still able to provide. Even though creativity is considered a universal human ability, cultural differences play an important role in its conception, implementation, and perception. Moreover, cultural differences may favourite or be an obstacle for creativity in the workplace, depending on the way they are managed. Therefore, cultural differences matter, also for creativity at work. The aim of this panel is to provide scholars an agora for sharing research ideas, projects and results on cultural differences and creativity in the workplace.