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Titolo	Integrating art and creativity into business practice // Giovanni Schiuma, University of Basilicata, Italy & University of the Arts London, UK, Antonio Lerro, University of Basilicata, Italy [editors]
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ISBN	9781522520511 9781522520504
Descrizione fisica	1 online resource (xviii, 260 pages) : illustrations (some color)
Collana	Advances in business strategy and competitive advantage (ABSCA) book series
Disciplina	658.4063
Soggetti	Creative ability in business Art and industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Re-inventing organizational creativity and innovation through adopting a service-based working culture / Sanna Ketonen-Oksi -- Employee creativity to deliver organizational performance improvements: a multiple case study research design / Emanuela Scarmozzino, Vincenzo Corvello -- Searching in the past new strategic approaches: creating and appropriating value through tradition / Tommaso Savino, Antonio Messeni Petruzzelli, Vito Albino -- The case for informal spaces in the workplace / Monica Biagioli -- A fuzzy cognitive map-based approach for understanding value creation mechanisms of artistic interventions / Daniela Carlucci, Giovanni Schiuma, Roberto Linzalone -- Students' creativity and entrepreneurial learning for developing corporate entrepreneurship / Giustina Secundo [and 3 others] -- Crowdsourcing and crowd participation: incentives in the OR.C.HE.S.T.R.A community / Stefano Consiglio [and 3 others] -- Cultural organizations push for territory's growth: the case of "Armonie d' Arte" festival / Rocco Reina [and 3 others] -- The creative economy in Balkan countries / Valentina Ndou, Giovanni Schiuma.
Sommario/riassunto	"[This book] is a key reference source for the latest scholarly research on the tools, techniques, and methods pivotal to the management of

arts and creativity-based assets in contemporary organizations. Highlighting relevant perspectives across a myriad of topics, such as organizational culture, value creation, and crowdsourcing, this book is ideally designed for managers, professionals, academics, practitioners, and graduate students interested in emerging processes for entrepreneurship and business performance"--Provided by publisher.
