

1. Record Nr.	UNINA9910765544503321
Autore	Dias Diana
Titolo	Creativity and innovation for a better world // Diana Dias, Claisy Maria Marinho-Araujo
Pubbl/distr/stampa	London : , : IntechOpen, , 2023
ISBN	1-83768-868-0
Descrizione fisica	1 online resource : illustrations
Disciplina	370.152
Soggetti	Creative thinking Creative thinking - Ability testing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Can Creativity Be Taught and/or Learned? A Sketch from Higher Education Learning Outcomes -- 2. Collaborative Creativity -- 3. Bisociation: Creativity of an Aha! Moment -- 4. Creativity Impediments and Solutions -- 5. A Model of Technological Imagination and Creativity: Cognitive Task Analysis -- 6. Creativity, Innovation and Shariah Compliance by the Malay Middle Class Women Entrepreneurs in Muslimah Fashion Industry in Selangor, Malaysia -- 7. A Worldwide Regression Analysis of Relations between Creativity, Innovation, and Quality Management Culture, under a Psychological Approach -- 8. The Life2Well Project: Investigating the Relationship between Physiological Stress and Environmental Factors through Data Science, the Internet of Things and Do-it-Yourself Wearables -- 9. Biology of Creativity: A Nondesign-Inspired Model to Enhance Creativity and Innovation Skills.
Sommario/riassunto	Today more than ever, our world needs creativity and innovation as key pillars to drive growth, face challenges, and stand out in a competitive and demanding world. It has become pressing to reflect on how creativity and innovation can be fostered in society, especially among the younger generation who will be the protagonists of inevitable changes in the future. This book focuses on the intrinsic and fruitful link between creativity and innovation. It encompasses a set of reflections, experiences, and insights on how these two concepts become effective levers of each other. It also focuses on how to foster creativity and innovation in people, organizations, and communities, as

well as how creativity and innovation can effectively make a difference for the better in a world that increasingly needs new and innovative solutions to increasingly complex problems. From diverse cultures and scientific fields and dissimilar research methodologies, the contributions that make up this book present an integrated approach to creativity and innovation as central concepts to contribute to a better society and better world. We believe that creativity and innovation are indeed the forces that drive progress, expression, and discovery. Investing in them is investing in a better, more balanced, and sustainable world.
