Title: A Holistic Approach to Innovation Management - Strata, Spaces, Scales

Author: Lech Suwala (Humboldt University, Germany / Ritsumeikan University, Japan / Simon-Fraser-University, Canada)

The meaning of Innovation and Innovation Management has been traditionally considered as a linear process internal to the firm, biased towards technological novelty, and focused on usability attributes. In the meantime, however, complex and modified creation, production, and consumption logics like networks, open innovation, or the integration of consumers into economic value chains call for an extended view with regard to Innovation and Innovation Management. Against this background, the paper attempts to offer a holistic approach towards Innovation and Innovation Management. This approach aims to bond and bridge the similar, but often isolated and unconnected concepts of creativity, innovation and entrepreneurship by investigating upon (1) the different perspectives on, (2) the subtle distinction between (3) the very nature of (4) the values created through these concepts. Moreover, a different understanding of spaces and scales may help to orchestrate this process. This consideration as a whole enables to sketch guiding principles for a holistic understanding and management of innovation (or in other words creativity in general), the identification of paradoxes and synergies within the management of creativity and the development of a hands-­on modular blueprint for everyday challenges with this phenomenon.

Keywords: Creativity; Innovation; Entrepreneurship