The global business environment is currently witnessing a shift, from the Newtonian to the New Age paradigms. Creativity and Innovation perform key roles in the current organisational space which requires business to embrace the 4th industrial revolution. Technology is influencing every aspect of society, to keep abreast of these major technological advancements in different functional areas of business. Organisations of all sizes are urged to adjust their mindset in order to implement and fortify technological change in the organization.

Research on creativity and innovation in organizations, is required to demonstrate the underlying theoretical and empirical assumptions linked to the three tiers of analysis, i.e. from the unit, to the organization to the macro-oriented extra-organisational environment.

This track highlights the fundamental value of creativity and innovation in nurturing the sustainability of organisations, including SMEs. Recommended themes/topics include:

- Green Innovation and Creativity
- Leadership and Managerial Innovation practices
- The relationship between CSR and Social Innovation
- Impact of 4th Industrial Revolution on performance and organizational structures
- Social entrepreneurship and the link with innovation
- Innovation and organizational learning in organisations

Professor Ana Martins is Interim Dean and Head of the Graduate School of Business & Leadership. Her research interests are centred on humanising leadership and organisations.

Professor Vannie Naidoo is a full-time academic and researcher. Her research areas include management, service marketing, entrepreneurship, social media, green marketing and sustainability; ICTs in management and education.

Professor Isabel Martins is an Associate Professor in Organisational Behaviour. Her research interests address organisational learning, unlearning and knowledge management.

Submission details
In the first instance a 300 word abstract is required, to be received by 26th February 2020

Submissions must be made using the online submission form at: http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/

If you have any questions about this track please email the mini track chairs: MartinsA@ukzn.ac.za Naidoova@ukzn.ac.za or MartinsM@ukzn.ac.za

See more about ECIE at http://www.academic-conferences.org/conferences/ecie/