

## **2- Cultural Perspectives on Creativity, Innovation and Risk Taking**

Panel-Chairs:

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Both at a country and at an organizational level, institutions and managers are working to foster creativity in order to guarantee high levels of entrepreneurship, and innovation. Scientists have demonstrated that creativity can be learned and nurtured, at individual, team and organizational level, and a lot of attention is paid to creativity learning and entrepreneurial education across countries. However, the process cannot be taken for granted and cannot be standardized because of the different approaches and attention people and organization give to creativity and innovation. In a VUCA world, the level and extend of risks due to changes in technology, the environment and political climate add another facet of complexity, which firms and institutions have to consider while managing these interactive relationships. More knowledge is needed on the effects of culture on creativity, innovation, and risk, and this panel welcomes contribution aimed to improve the knowledge in the field.

Contributions can focus on the following topics:

- Culture and innovation
- Culture and creativity
- Culture and entrepreneurial intention
- Culture and knowledge creation and sharing
- Complex leadership theory, creativity and innovation
- The cultural barriers to creativity and innovation
- Facilitators of creativity management and innovation
- Culture and the culture of risk
- Innovation, new technology and risk