

# Journal of Innovation Economics & Management

Call for papers - Special issue

## RE-EXAMINING CREATIVITY IN ENTREPRENEURSHIP

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In recent years, firms have recognized that creativity plays an important role in the making or reshaping of successful business models. It is commonly accepted that innovation and entrepreneurship are the main drivers of economic growth and the most important solution against the economic crisis. The literature on entrepreneurship innovation and creativity provides clear definitions of those notions (see *Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship*, 2013) and great scholars like Schumpeter or Drucker have pinpointed the connexions between those notions and notable differences in the art of producing and managing innovation.

This special issue of *Journal of Innovation Economics & Management* welcomes works that re-examines creativity in entrepreneurship which encompasses innovation, proactiveness and risk-taking. We look for submissions that address two main domains: i) creativity in the creation and management of entrepreneurial ventures, ii) creativity and its impact on the performance of entrepreneurial firms. Thus, we invite papers dealing with - but not limited to - subjects among the following ones:

- **Creativity in the launching and management of entrepreneurial ventures:** It could be proposed that new business creation is the ultimate task of knowledge-based companies in the post-modern, digital economy (Dyer, Gregersen and Christensen, 2012). This constant renewal process takes place in highly turbulent and dynamic business environments in which predictions based on earlier experiences are difficult (Dew, Read, Sarasvathy and Wiltbank, 2011). In this process, entrepreneurs take the central role by recognizing the prominent innovations developed by the technology system, discovering customer needs in markets, organizing resources and finance, and finally transferring the created new businesses to larger industrialist organizations and or markets. But in the end, is the entrepreneurship that firms are developing really different today or do we just use new fancy words to rephrase the linear innovation management process? Is the harnessing of financial and human resources by the entrepreneur altered or rendered more difficult/easier by the tools of the digital economy (like crowdfunding and crowdsourcing)?
- **Creativity and its impacts on the performance of entrepreneurial firms:** Simon (1990) once made the following observation “*We have lots of different attitudes, but in one of our attitudes as human beings, we make up a romantic tale about ourselves. Falling in love is mysterious, thinking is mysterious... and so we create great words like ‘creativity’. Creativity is thinking; it just*

*happens to be thinking that leads to results that we think are great*". Today, the word creativity is automatically associated with greatness, with the hypothesis to be more efficient, better, enhanced... it is a generally accepted understanding that a creative entrepreneur will find success, that creative firms have better performances, that a creative industry grows faster, etc.... But how much of those hypothesis are verified? Should we use classic operational and economic performance measures to judge creative endeavours (Harvey and Kou, 2013)? Are creative firms in non creative industries better off than creative firms in creative industries? Are creative entrepreneurial firms sustainable? How can we distinguish the performance of a firm due to its creativity (fuzzy front, entrepreneurial ideas etc.) from the part of the performance originating in the subsequent innovation management such operational marketing or production efficiency (Reinartz and Saffert, 2013) ?

This special issue's editors are open to creative and interesting ideas with the spirit of the above call for papers although they may not fit perfectly any of the areas listed above. We hope to receive manuscripts both on radical and marginal innovations, as well as origins and trajectories in traditional and new industries. We are open to diverse set of theoretical and empirical methodologies. Submission should contribute to consolidating a research agenda on entrepreneurial management and the fields of management of creativity and innovation.

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## **SUBMISSION**

Submitted papers should neither have been previously published nor be under consideration for publication elsewhere. All papers will be referred through a peer review process. Please include in the submission the title of the special issue. Send an additional copy by email to Thierry Burger-Helmchen ([burger@unistra.fr](mailto:burger@unistra.fr)).

Recommendations for formatting the article can be found here:

[http://www.cairn.info/en-savoir-plus.php?ID\\_REVUE=JIE](http://www.cairn.info/en-savoir-plus.php?ID_REVUE=JIE)

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## **IMPORTANT DEADLINES**

Deadline for submission: 1 September 2014

Reviewer feedback: 1 December 2014

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Final Acceptance: 1 March 2015