

Collective Creativity for Responsible and Sustainable Business Practice

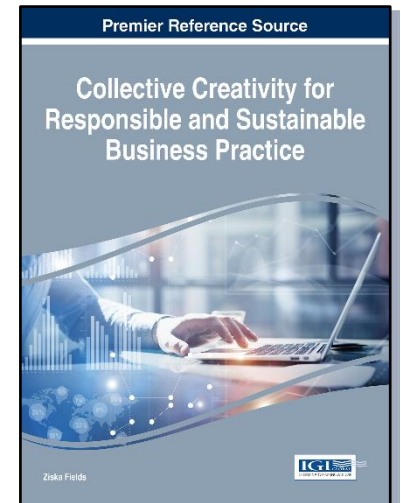
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Ziska Fields (University of KwaZulu-Natal, South Africa)

Description:

Over the years, irresponsible business practices have resulted in industrial waste, which is negatively impacting the environment. As a result, it is imperative to develop new solutions to reverse the damage.

Collective Creativity for Responsible and Sustainable Business Practice is an authoritative reference source for the latest scholarly research on the elimination of environmental degradation through new discoveries and opportunities provided by collective creativity. Features extensive coverage across a range of relevant perspective and topics, such as sustainable business model innovation, social marketing, and education and business co-operatives.



Readers:

This comprehensive and timely publication is an essential reference source for business leaders, managers, academics, and community leaders seeking current research on sustainable management practices.

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Topics Covered:

- Bisociation
- Civil Commons
- Cyber Security Creativity
- Educational and Business Co-operatives
- Polycentric and Creative Climate Change Governance
- Principles of Responsible Management Education (PRME)
- Sustainable Business Model Innovation

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Ziska Fields is an Academic Leader and Senior Lecturer at the University of KwaZulu-Natal, South Africa. Her research interests focus on creativity and innovation specifically in tertiary education, business environments, entrepreneurship and research. She also developed two theoretical models to measure creativity in South Africa, focusing on the youth and tertiary education specifically. She has published in international recognised journals such as the Journal of Social Sciences. Recent publications have looked at measuring creativity in various contexts. Dr. Fields is also a member of the South African Institute of Management (SAIM), the Ethics Institute of South Africa (Ethics SA), and the Institute of People Management (IPM).

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