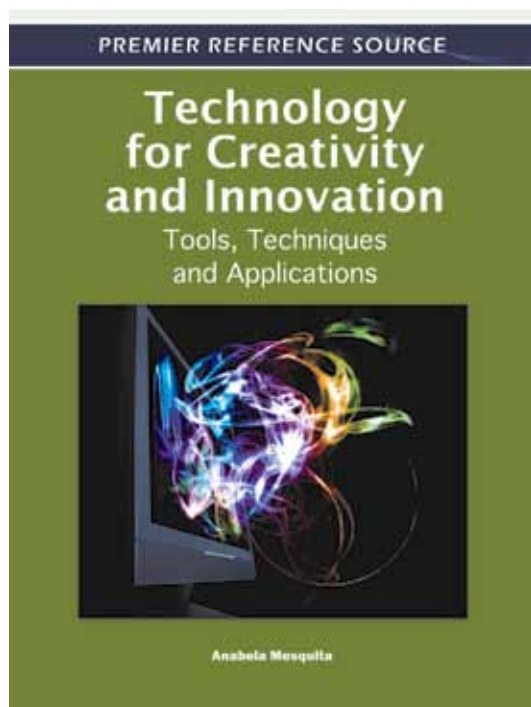


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Technology for Creativity and Innovation: Tools, Techniques and Applications



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Anabela Mesquita

(ISCAP/IPP and Algoritmi Centre, University of Minho, Portugal)

It is widely accepted that organizations and individuals must be innovative and continually create new knowledge and ideas to deal with rapid change. Innovation plays an important role in not only the development of new business, process and products, but also in competitiveness and success of any organization.

Technology for Creativity and Innovation: Tools, Techniques and Applications provides empirical research findings and best practices on creativity and innovation in business, organizational, and social environments. It is written for educators, academics and professionals who want to improve their understanding of creativity and innovation as well as the role technology has in shaping this discipline.

Topics Covered:

- Assessing an organization's cultural orientation towards learning
- Creative problem solving
- Cultivating innovation through social relationships
- Idea generation techniques
- Integrating technology with the creative design process
- Knowledge management and innovation
- Methods to improve creativity and innovation
- Organizational creativity practices in high technology industries
- Self-guiding group support systems for creative problem solving tasks
- Theoretical framework for creative participation

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Anabela Mesquita is a professor at the Institute of Administration and Accountancy (ISCAP)/Polytechnic School of Porto (IPP), Portugal. She is also an invited researcher at the Algoritmi R & D Center, Information Systems Group, at the University of Minho (Portugal). She lectures courses related to business communication, information society, and digital storytelling. Dr. Mesquita's research interests include knowledge and innovation management, impact of information systems in organization, life long learning at higher education levels, and e-learning. She also has been involved in several European and national research projects. Dr. Mesquita has published numerous papers in various international journals and conference proceedings. She has been a member of the programme committee and scientific committee of several national and international conferences, in most cases also serving as referee. She serves as Member of the Editorial Board and referee for IGI Global. She also serves as Associate Editor of the *Information Resources Management Journal*. She serves as referee for the *Journal of Cases of Information Technology*. She has also been evaluator and reviewer for European commission projects.

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