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In Pursuit of Everyday Creativity

by Teresa M. Amabile

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OVERVIEW — This paper describes the most compelling research trends around creativity and innovation. It suggests that 1) creative behavior of ordinary individuals is likely to become more important to the development of products and services, and 2) future studies should focus on such creative behavior—and related psychological states and environmental contexts—as it happens.

AUTHOR ABSTRACT

Creativity researchers have long paid careful attention to individual creativity, beginning with studies of well-known geniuses, and expanding to personality, biographical, cognitive, and social-psychological studies of individual creative behavior. Little is known, however, about the everyday psychological experience and associated creative behavior in the life and work of ordinary individuals. Yet evidence is mounting that such individuals can be responsible for important instances of creativity and innovation in the world: open innovation, user innovation, and citizen innovation. Research into this phenomenon could do much to advance the study and practice of creativity.

PAPER INFORMATION

- Full Working Paper Text (pdf)
- Working Paper Publication Date: July 2017
- HBS Working Paper Number: HBS Working Paper #18-002
- Faculty Unit(s): Entrepreneurial Management

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