

Workshop on “Management of Creativity”

18 February 2010 – Sala seminari Levi Cases - I floor
c/o Department of Economics and Management - Via del Santo 33 – Padova

Final program

Chair: Silvia Rita Sedita

9.00 The symbolic knowledge base: potentials for constructing regional advantage
Björn Asheim, CIRCLE, Lund University, Sweden

9.45 Investigating creativity
Fiorenza Belussi, University of Padova

10.30 Creativity at work. Waving between social and business networks in a design community
Marco Bettiol and Silvia Rita Sedita, University of Padova

11.15 Break

Chair: Marco Bettiol

11.45 Sense making: where entrepreneurship meets marketing.
Vladi Finotto, Cà Foscari University of Venice; Marco Bettiol and Eleonora Di Maria, University of Padova

12.30 Sense-based innovation: competing through meanings and relations
Eleonora Di Maria, Marco Paiola, University of Padova

13.15 Lunch

Co-Chairs: Marco Bettiol, Silvia Rita Sedita

14.30 The creative capacity of culture and the new creative *milieu*
Luciana Lazzeretti, University of Florence

15.15 Conclusions