



**Academic Event:**  
**EURAM 2012 TRACK – 6<sup>th</sup>-8<sup>th</sup> Rotterdam**

***Organisational climate, Innovative behaviour and Arts-based Initiatives***

**Track Chairs:**

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**Theme of the track:**

Encouraging and developing the innovative potential of individuals is crucial to guarantee the organisation's ability to continuously innovate. However, the conditions and factors that promote the creative performance of employees within organizations and affect organizational innovation capacity still need to be fully understood. Especially more knowledge is required

about: what are the soft drivers that foster employees' creativity and engagement into innovation processes? How to create an organizational context which stimulates innovative behaviors?

Scholarly literature identifies the Organizational Climate (OC) as an important enabler of innovation at individual and group level. However more studies are required to better understand: how OC is linked to individual innovation in workplace? How does the management of OC encourage employees' innovative work behavior?

The use of the Arts in the form of Arts-Based Initiatives (ABIs) can be valuable managerial instruments to manage the organization's aesthetic dimensions and to develop OC and innovation at individual and group level.

This track intends to capture the contemporary state of the art in research regarding OC and how it relates to innovation at individual and group level and to develop a comprehensive body of fresh insights on the investigated topics. A particular aim of the track is to push the discussion about contemporary OC and innovative behavior research to the use of ABIs, as a management tool to develop people and organizational infrastructure.

We welcome papers related to the theme from a range of perspectives; potential topics include, but are not restricted to:

- Management of OC and organizational performance
- OC and innovation at individual/group level
- Management of innovative work behavior
- The arts for developing OC and innovative behavior
- Use of ABIs as managerial tool to affect organizational innovation capacity
- Games, serious and otherwise, in development of innovation.

Submissions can cover a wide variety of methods and research designs, including single case studies, conceptual papers, and large-scale empirical studies. Conceptual papers should emphasize the types of practical situations covered by the theory.

***For further information please contact us***