PREFACE

'Strengthening the links in the knowledge, Creativity, Innovation and Enterprise Chain'

The Organising Team of the International Conference on Knowledge, Innovation and Enterprise is enormously delighted to publish this book—*Creativity: product, process, personality, environment and technology*—as part of the 2013 KIE Conference Book Series. It is also an enormous privilege for us to have a wide range of subject experts led by Dr Fredricka Reisman, to contribute to the book.

Creativity is a significant theme of the KIE conference—it sits at the very heart of innovation. Innovation in this context is broadly defined. I have—along with a colleague from IBM—conceptualised innovation in a seminal work as a by-product of creativity (Ogunleye and Tankeh, 2006a; Tankeh and Ogunleye, 2007). At the heart of creativity and innovation is knowledge. But knowledge on its own will not produce a desire result: it requires our abilities, creative abilities to apply that knowledge including our skills and expertise in a variety of contexts—both to familiar and unfamiliar situations—in a way that creates or adds value (see for also Ogunleye, 2009, 2008, 2006b, 2006c, 2002a, 2002b, 2001, 2000). Creativity theorists such as Teresa Amabile (1983) and Joy Paul Guilford (1950, 1987) have demonstrated the importance of some of these domain-specific skills sets— including creative thinking and problem solving skills—that are involved in the process of creativity and innovation. Terri Zobel also highlights some of these skills sets elsewhere in this book.

However, creating or adding value to a product or service or taking the out-come of innovation to the marketplace is an art of enterprise—something that is relished by every entrepreneur. So, our mission at the KIE Conference is to provide a platform for stakeholders in the fields to not only to cross-fertilise ideas or test potential of their ideas, but more importantly to join hands with us to strengthen—and stiffing—the knowledge, creativity, innovation and enterprise chain as we seek out new ways to galvanise our global economies.

Finally, I'm grateful to Dr Reisman for her hard work in editing this book and also to all the authors in creating time from their very busy schedules to contribute to this volume. Thank you so much.

James Ogunleye, PhD, FRSA
Chairman, 2013 KIE Conference &
Data Nubes Big Data Analytics Symposium and Roundtable

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