



## Call for Book Chapters Contributions

**Book title:**  
**'Beyond Creativity and Innovation in the Times of Knowledge Economy'**

**A book edited by**  
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We are pleased to announce a new book as a part of the *Oeconomica* Series published by **ASERS Publishing** in CD-ROM format with ISBN.

### SCOPE AND AIM OF THE BOOK

Creativity has recently joined innovation and become a key term in debates about the Knowledge Economy. In 'new competition', innovation relies upon creativity in the generation of new competitive products and services. Indeed, in organizations, it is creativity that stimulates and supports the achievement of innovative outputs. Organizations may thus become configured to value creativity and innovation as sources of competitive advantage rather than as additional costs.

In the last decades, organisations are more and more confronted with complex innovation challenges, new ways of managing human assets, keeping competencies at the leading edge, competing to attract and keep the best talents, produce, share, and disseminate new collective knowledge. Individuals are now required to sustain their own development and employability, and manage flexible careers.

More and more companies and public institutions enable the implementation and "cultivation" of communities of practice with a number of benefits: organisational knowledge capitalisation; enhancement of the experience and knowledge of employees in a flexible and adaptive way; empowerment of employees as a way to increase their value for the company.

The main objective of *Beyond Creativity and Innovation in the Times of Knowledge Economy* is that to provide a comprehensive view of the current state of research and practices regarding the development of Knowledge Economy: innovation as a key driver in wealth creation; how to maximise creativity and innovation in any individual, organization, region or economy; the mobilisation of creativity, or how the 'creativity effect' is achieved the learning processes involved, the organizational systems enabling and housing informal learning, the technologies supporting and facilitating the collaborative construction of knowledge resources and competencies.

The book will gather both theoretical and practical perspectives, by including research issues; methodological approaches; practical case studies; experimentation reports; examples of developments and uses of technologies; critical evaluation of real life implementations and other point of view related to these issues.

We are looking forward for chapters dealing with creativity and innovation which contribute to developments in Knowledge Economy.

The call for book chapters will invite authors of the following field to contribute their chapters towards this innovative and challenging book: We encourage participation from a wide range of disciplines including Economics, Knowledge Management, Neuroscience, Cognitive Psychology.

Recommended topics of the book include, but are not limited to, the following:

- State – of – Art in Knowledge literature;
- K-Economy, k-community and k-enterprise;
- Implicit and explicit knowledge;
- Knowledge creation and caption in (virtual) organizations;
- Knowledge clustering and transfer;
- Sharing, evaluation and retention of knowledge in organizations;
- Knowledge Management;
- Knowledge management systems;
- Best practices and experiences in Knowledge Management;
- Knowledge and Human Resources;
- Knowledge – intensive organizations;
- Knowledge and know-how representation for decision;
- Distributed decision making: Creating, assessing, sharing, retrieving, filtering and interpreting knowledge in distributed decision making;
- Models of creativity and innovation in organizations;
- Intellectual freedoms and Creativity;
- Different areas of global redesign: political, economic, institutional, etc. as a result of new technologies and innovation;
- Different types of emerging technologies;
- The patterns of modern innovation: open innovation, crowdsourcing, etc.;
- Global overview of emerging innovations;
- Innovation and government policies;
- Technology as drivers for Knowledge Economy.

## **SUBMISSION PROCEDURE**

Potential contributors are invited to submit on or before April 30, 2011 a 2-3 page chapter proposal clearly explaining the mission and concerns of their proposed chapter. Contributors of accepted proposals will be notified by May 31, 2011 regarding the status of their proposals. For keeping a reasonable trade-off between theoretical and practical issues, a careful selection of the chapters will be done, on the one hand, to cover a broad spectrum of formal and practical aspects and, on the other hand, to achieve as much as possible a self-contained book. Full chapters are expected to be submitted by August 31, 2011. Contributors may also be requested to serve as reviewers for this book project.

## **IMPORTANT DATES**

- Preliminary Abstract Due: 30 April, 2011
- Abstract Acceptance Notification: 31 May, 2011
- Full Manuscript/Chapter Due: **31 August, 2011**
- Acceptance of Chapter Notification: 30 September, 2011
- Final Camera Ready Manuscript/Chapter Due: 30 November, 2011
- Publication Date: 17 December 2011