



## **EURAM 2009 Symposia Metaphors of innovation and creativity as tools for social change**

### Organisers

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Innovation and creativity occur at an organizational and system level and metaphors-in-use both drive and derive from broader social changes. The symposium will explore how innovation and creativity is understood, made sense of and experienced through the use of metaphors. Some of these have been absolutely central to innovation – and have led to substantial policy commitments – often on the basis of little empirical evidence of their applicability – such as the metaphors that treat university-produced innovative knowledge as privately patented property. Such a metaphor leads to legal complexification of innovation systems with associated costs of complexity and secrecy. Older metaphors weaken as the 'democratic republic of science' transforms into a 'sovereign realm of technology'. With the former is associated public funding, peer-review, and open access. The latter associates with contract, closure and secrecy clauses.

Critical consideration of metaphors enriches theories of innovation and creativity. Metaphors such as the myth of genius mavericks, the prevalence of deliberately staged bouts of creativity, the centrality of R&D production (rather than application) to innovation and increased productivity will be critically interrogated; new metaphors will be encouraged, including 'power', 'improvisation', 'idea work', 'the Bildungsroman', 'narrative capital', 'proto-practising' and 'surprise management'.

Presenters:

**Tyrone S. Pitsis & Erlend Dehlin**  
**Grete Håkonsen & Arne Carlsen**  
**Stewart Clegg & Kristian Kreiner**  
**Suzanne Benn, Melissa Edwards & Ellen Baker**  
**Roger Klev & Kjersti Bjørkeng**