

## ACA EXCHANGE

### American Creativity Association

your resource for learning about the latest work in applied creativity and innovative problem-solving

June 25, 2008

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#### ACA NEWS: President Elect Jamie O'Boyle

ACA is very pleased to announce the election of Jamie O'Boyle as its President Elect. As Senior Analyst of The Center for Cultural Studies & Analysis, a private-sector think tank based in Philadelphia, Jamie has spent the last decade studying how people in groups make decisions. Based on a conclusion that "facts are what people use to validate decisions they have already made at an unconscious level," his work focuses on unconscious drivers of choice such as the mechanics of perception, culture, gender, age stage, and context. This work has been applied by clients as diverse as Walt Disney Imagineering, DuPont, NASA, Procter & Gamble, General Mills, The Scotts Company, Pfizer, 3M, Helzberg Diamonds, The National Alliance for Musical Theater, and Six Flags.

As well as being a board member of ACA, Jamie has served on the Boards of the Global Futures Forum (North America) and the Geographical Society of Philadelphia and is Vice President of Fellows in American Studies. He is a Colleague of the Creative Education Foundation and for more than a decade he presented his findings on culture and creativity at the Creative Problem-Solving Institute. He has lectured widely on the unconscious assumptions that drive American decision-making at institutions such as The University of Greenwich at the Old Royal Naval College (UK), The University of the Americas (Puebla, Mexico), and the Harvard University Graduate School of Design. Jamie will assume the presidency at ACA's 2009 conference.

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#### GET INVOLVED: ACA Director of Special Interest Groups

The American Creativity Association is seeking a volunteer director of special interest groups. The successful candidate will guide the creation, development, and maintenance of a variety of effectively functioning groups, known by various names, aligned by a common creativity-related vocational or subject matter interest. Examples of such groups might be a creativity-in-engineering society or an aging-and-creativity special interest group. Successful execution of this role advances different association's strategies by both expanding the domain of knowledge in

our field through information sharing, while at the same time increasing membership and member retention by providing a valuable on-going service.

The successful candidate will be expected to:

- \* Perform periodic environmental scans to determine likely creativity-related interests that might be brought together in a group to share information
- \* Identify and recruit potential group leaders on the basis of skills in both the interest area and group facilitation
- \* Help germinate new groups by responding to inquiries from interested parties, evaluate the identified interest as a potential for successful group launch, and assessing leadership capabilities and gaps
- \* Develop group leaders across the world through coaching and consultation, using virtual communication tools, on ways to develop appropriate organizational structures and policies, leadership development, programming, financing, and marketing plans to start, grow, and sustain affinity groups that are aligned with the mission, values, and policies of the national organization
- \* Help link the groups together to share best practices and to work cooperatively when topics overlap

The ideal applicant will have at least three years of experience in organization development in a business or non-profit. An advanced degree in OD is a plus. Strong relationship building skills and the ability to effectively assess and constructively intervene in organizational dynamics and leadership issues are essential. This position will require approximately two to three hours per week of volunteer time and will report to the association president. ACA membership is not required to apply, but the successful applicant must be or must become a member.

This position offers the opportunity to work with an exciting, creative group and to stretch and grow in many new ways. To be considered, submit your resume and cover letter to:

William Wurtz  
President, American Creativity Association  
william.wurtz@gmail.com

The position will remain open until filled.

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#### CALL FOR PAPERS: Designing Sustainability

Portland State University's Center for Design and Innovation for Business & Sustainability is pleased to announce its International Conference on Business and Sustainability: Designing Sustainability, October 15-17, 2008.

The Center for Design and Innovation for Business & Sustainability at the School of Business Administration in Portland State University is pleased to announce its second annual International Conference on Business & Sustainability. This year's conference will be held October 15-17, 2008 in Portland, Oregon, USA and will focus on Designing Sustainability. As in the prior year, the conference will include both academic and practitioner forums. It will begin on Wednesday evening with registration and a reception at the Vintage Plaza Hotel in downtown Portland. Thursday's program will be at the Jean Vollum Natural Capital Center with breakfast followed by a full day of keynote speakers and practitioner panels. Practitioner speakers include innovative business leaders in sustainability from a broad cross-section of industries. Friday, October 17<sup>th</sup>, is devoted to academic paper presentations and speakers at the Vintage Plaza Hotel. The Vintage Plaza is the official conference hotel.

The conference theme is Designing Sustainability. The four focal topic areas within this theme include: Product and Service Innovations, Supply Chain Management, Community Engagement, and Marketing. Papers relating to these four topic areas are invited from academia, industry, and non-profit organizations. All disciplinary perspectives, especially multidisciplinary approaches, and research methods are welcome. A wide range of papers will be considered, including but not limited to conceptual, empirical, experimental, and case studies. A partial list of possible topics includes:

Product and Service Innovations:

- \* Design Processes
- \* Information Systems for Sustainable Design
- \* Employee Creativity for Sustainable Design
- \* Can Corporate Leadership Inspire Sustainable Innovation?
- \* How Do Businesses and Consumers Co-Create Sustainable Innovation?
- \* The Economics of Sustainable Design
- \* Regulation to Promote Sustainable Design: Fact or Fancy?
- \* Lifecycle Costing for Integrated Sustainable Design
- \* The Role of Corporate Culture in Developing Sustainable Innovation
- \* Measuring the Footprint of Products and Services

Supply Chain Management:

- \* Sustainable Procurement Practices
- \* Market Structures and Supply Chain Signaling
- \* Logistics Planning for Environmental Stewardship
- \* Metrics and Measurement for Sustainable Supply Chain Management
- \* Supplier Engagement in Social and Environmental Initiatives
- \* Certifications and Eco-Labels as Part of the Sustainable Supply Chain
- \* Converting Supply Chains to Sustainable Value Chains
- \* Product Take-Back: Challenges, Opportunities and Methods
- \* Trends and Impacts of Regulation on Sustainable Supply Chains
- \* The Roles of Non-Governmental Organizations in Sustainable Supply Chains

Community Engagement Initiatives:

- \* Social Enterprise as Community Engagement
- \* Community Members as Stakeholders in Strategy
- \* Beyond Philanthropy: Corporate Community Engagement Strategies
- \* Employees as Participants in Community Engagement Initiatives
- \* Community Engagement: A Necessary Cost or a Smart Investment?
- \* Cross-Sector Partnerships to Deliver Social and Economic Value
- \* Resistant Participant: To What Degree Do Community Members want to be Engaged?
- \* Measuring Impacts: Are Community Engagement Initiatives Leading to the Desired Solutions?
- \* Technology as a Platform for Community Engagement Initiatives
- \* Community Engagement Programs: Unique Efforts or Everyday Business?

Marketing Programs:

- \* Do Consumers Care about Sustainable Design?
- \* Certification Systems for Sustainable Design
- \* Greenwashing: Determining Who's Washing and Who's Real
- \* Is There Really a "Green" Consumer?
- \* 'Cultural Creatives' as Consumers
- \* The Impact on Employees of Social and/or Environmental Marketing Programs
- \* When Is There Too Much Consumption?
- \* Overcoming the Critics: Effective Approaches to Engaging the Conscious Consumer
- \* Reconciling Opposing Forces: Marketing in the 'Age of Globalization v. Localization'
- \* Non-Governmental Organizations as Partners in Marketing Initiatives

Information for Contributors:

Individuals from academia, business and government are invited to submit research papers, research abstracts, and proposals for workshops, panels, and symposia and that contribute to advancing sustainability through design practices. All submissions should have a clear sustainability focus. We encourage papers that are cross-disciplinary in nature; that is, they could involve more than a single traditional discipline. We also encourage submissions in which academic researchers collaborate with design practitioners to inform theory and methods with the latest real-world applications.

Authors may submit either 1) a research paper that will undergo a blind review by at least two referees or 2) a non-refereed research abstract of 300 words maximum. All submissions should be submitted electronically following the detailed instructions provided below. All research papers accepted and presented at the conference will be published in abstract form in the conference proceedings.

The submission of a research paper or research abstract means that the authors certify that the research is not copyrighted and it has not been accepted for publication in a journal. Further, authors certify their intent for at least one author to register for and attend this meeting to present the paper or abstract. The copyrights for all forms of presentation at this meeting will remain with the authors.

Submission Deadlines:

The submission deadline for refereed research papers is July 15, 2008. Only completed papers or 5-10 page works-in-process will be accepted for review. Papers will be subject to double-blind review by academic and, if appropriate, practitioner reviews. The submission deadline for non-refereed research abstracts is also July 15, 2008. Please send an electronic copy of the papers or abstracts to Elizabeth Lloyd at [minor@pdx.edu](mailto:minor@pdx.edu).

Notice of acceptance or rejection for research papers will be sent out by August 15, 2008; notice of acceptance or rejection for abstracts will be sent out by August 1, 2008. All presenters are expected to register for the conference. In addition, registration is required for the paper or abstract to be included in the proceedings.

For further information or questions regarding this conference please go to the conference website at: <http://www.bizandsustainability.org/>

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CALL FOR PAPERS: Technology Entrepreneurship & Technology Ventures

6th West Coast Research Symposium on Technology Entrepreneurship & 10th Anniversary  
Stanford Technology Ventures Program

September 5th and 6th, 2008

Stanford Technology Ventures Program (STVP), The Center for Innovation and Entrepreneurship (University of Washington), Lloyd Greif Center for Entrepreneurial Studies (USC), Lundquist Center for Entrepreneurship (University of Oregon) and the Kauffman Foundation are jointly sponsoring the 6th West Coast Research Symposium on Technology Entrepreneurship and the 10th Anniversary of STVP (research) this year.

Theme: Technology Entrepreneurship: New ventures and established corporations.

Location: Stanford University.  
Date: 5th and 6th of September 2008.

We invite authors to submit papers to the research symposium. Our goal is an exciting forum for scholars interested in technology entrepreneurship research to exchange ideas. The location is Stanford University in the heart of Silicon Valley. Papers focusing on entrepreneurship, innovation and corporate venturing in technology-based settings will be given preference.

We expect an intimate conference of about 40 leading scholars from around the world. The conference organizing committee invites the submission of unpublished working papers that advance the state of knowledge on the above topics. A doctoral consortium will precede the conference on Thursday, September 4.

The deadline for submission is Monday, June 23, 2008.  
Submit online to [wcrs-entre@lists.stanford.edu](mailto:wcrs-entre@lists.stanford.edu).

We hope to see you at Stanford!

Conference Organizing Committee:  
Kathy Eisenhardt, Stanford University  
Suresh Kotha, University of Washington  
Alan Meyer, University of Oregon  
Nandini Rajagopalan, University of Southern California

Conference Sponsors:  
Stanford Technology Ventures Program, Stanford University  
Center for Innovation and Entrepreneurship, University of Washington  
Lloyd Greif Center for Entrepreneurial Studies, University of Southern California  
Lundquist Center for Entrepreneurship, University of Oregon  
Kauffman Foundation

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CALL FOR PAPERS: Emerging India, Strategic Innovation in a Flat World

Strategic Management Society's Special India Conference  
"Emerging India: Strategic Innovation in a Flat World"  
Dates: December 12-14, 2008  
Venue: Hyderabad, India (Indian School of Business)  
Convenor: Prof. C.K. Prahalad

<http://india.strategicmanagement.net>

The rise of India Inc. presents exciting opportunities for you to extend your research, teaching and consulting activities. If you wish to network, learn from, and share your insights with strategy scholars and practitioners in India, this is a not to be missed opportunity! So, don't miss this opportunity to develop networks with over 400 academics and business executives from India, US, Europe and the rest of the world this December 2008.

Strategic Management Society is pleased to announce a special conference focused on India. With Professor C K Prahalad at the helm, the conference will be hosted by Indian School of Business, Hyderabad, India. The India conference will focus on the opportunities and challenges associated with enhancing innovation in a world which is becoming increasingly flatter. Businesses in India, both domestic and foreign, are redefining global industries through

innovations In product, process and business models. Importantly, the emergence of innovations that are being targeted to the bottom of the pyramid, are heralding a significant shift to a more inclusive form of capitalism.

Along with several thought leaders, both scholars and practitioners, in the field of strategy, we are expecting over a dozen CEOs who are blazing new trails both in India and across the world to participate in the conference. The conference will provide an international forum to create a dialogue between industry and academia as they learn from one another, and define an ambitious research agenda that can help propel the next stage of inquiry in the field of strategy. Conference highlights include:

Plenary sessions led by Bala Chakravarthy (IMD), Yves Doz (INSEAD), Tarun Khanna (HBS), and CK Prahalad (Univ. of Michigan), among others, and attended by eminent corporate CEOs, addressing important topical issues, such as:

- \* Innovations as Strategy & Strategy as Innovation: How are Indian companies approaching the innovation challenge as they emerge as new multinationals? Do Indian companies approach the innovation challenge differently from their Western counterparts? What are the implications of this 'frugal innovation' model?

- \* Globalization of Indian Firms: Challenges and Opportunities: What is new and innovative about the internationalization moves of these Indian firms? How do they overcome the liability of foreignness? What are the challenges facing Indian companies as they internationalize?

- \* India as an Innovation Source - MNE Perspectives: What are some lessons learned from the successes and challenges of multinationals that have opened up new markets in India? What is the nature of the R&D mandate from Indian subsidiaries? What has been the experience of multinationals that have set up R&D labs in India?

- \* State of the art research presentations by leading scholars and executives from the US, Europe, and Asia with small group caucus sessions to facilitate enduring research partnerships across India and rest of the world.

- \* A Faculty Development Workshop chaired by Gerry George (Imperial) and Phanish Puranam (LBS) and a Doctoral Consortium to be chaired by Ram Mudambi (Temple) and Jasjit Singh (INSEAD) as a part of pre-conference agenda designed to bring together Indian scholars and doctoral students in an interactive workshop with some leading strategy scholars

- \* A Deans' Conclave which will bring together the deans of top-30 business schools in India and the Deans of Michigan, Kellogg, Chicago, IESE to initiate conversations on institutionalizing academic research in Indian business schools

You can view the call for proposals at <http://india.strategicmanagement.net>. Right now, we need only a proposal and the deadline is July 1, 2008.

We hope you will be able to participate.

Sincerely,  
Co-Chair Charles Dhanaraj, Indiana University  
Co-Chair MB Sarkar, University of Central Florida

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## USING ACA EXCHANGE

The American Creativity Association is committed to providing its membership with forums to present, test, and exchange ideas; opportunities for networking and fellowship; clearing house

services for information on the state of the art in creativity research and practice; and means to link theorists and practitioners.

ACA Exchange distributes information ACA members want to share including:

- \* Messages from ACA's leadership;
- \* Suggestions and links to good reading and thought pieces;
- \* Employment opportunities;
- \* Program announcements;
- \* ACA members' news;
- \* Anything that serves the interests of ACA and its members.

To read recent issues of ACA Exchange online, visit  
<http://www.amcreativityassoc.org/ACAExchangePastIssues.htm>.

To submit information for distribution, send it to ACA Exchange Editor Tara Coste, at  
[tcoste@usm.maine.edu](mailto:tcoste@usm.maine.edu). Please be sure to include your contact information (name, e-mail, etc.).