New book emphasizes key role social interaction plays in creativity
19 January 2022, by Avery Ruxer Franklin

While some organizational decision-makers focus their attention on capital and physical resources, a new book reveals that effective people management should take center stage in the innovation process.

The "Handbook of Research on Creativity and Innovation" represents the most advanced research in the field, according to co-editors Jing Zhou, professor of management and psychology at Rice University's Jones Graduate School of Business, and Bess Rouse, associate professor at Boston College's Carroll School of Management.

Effective innovation starts with creativity—the generation of new and useful ideas—according to Zhou.

"Innovation is essential for all industries and types of jobs," she said. "Whether organizations are engaging in digital transformation, developing new products, designing new services, creating new channels to interface with suppliers or customers, or reimagining business models, innovation is at the core of all these endeavors."