



Chapter 027, Creativity in Organizations: Conclusions

Michael D. Mumford

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NOTE: This is a single chapter excerpted from the book Handbook of Organizational Creativity, made available for individual purchase. Additional chapters, as well as the entire book, may be purchased separately.

This chapter provides concluding remarks for this book. It identifies some significant factors that contribute to creativity in organizations. It focuses on importance of creativity and innovation to real-world organizations. Globalization is occurring, changes in technology are now commonplace, market competition is increasing, and economic volatility has also become more of a concern. This then leads to the point that organizations must tap into their creative potential or risk dying. Thus creativity may hold more importance to organizations now than in the past, and more in the future than in current times. It is important to consider creativity and innovation on this larger scale, with organizations providing a viable starting point. There are some limitations in the book. It fails to include economic factors, corporate willingness to invest, and a field's readiness for innovation.



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