



Business, Open Innovation and Art

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Deadline for manuscript
submissions:

closed (30 November 2018)

Message from the Guest Editors

Dear Colleagues,

We invite potential contributors to submit essays, case studies and research findings articulating and proving arts' value for business management, especially for innovation. We particularly welcome insights and data addressing the frequently asked question from the skeptics: "What is the ROI of an art program?" We also encourage any views on the difference between art and design, and any art-thinking framework, which might take the popular design-thinking approach a step further. Insights from creative industries that have broader applicability to the business world would be appropriate as well.

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