

## Special Issue

# Business, Open Innovation and Art

### Message from the Guest Editors

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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### Guest Editors

Ms. Beibei Song

Prof. Dr. Piero Formica

Dr. Claus Springborg

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### Deadline for manuscript submissions

closed (30 November 2018)



## Journal of Open Innovation: Technology, Market, and Complexity

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*Journal of Open Innovation:  
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## About the Journal

### Message from the Editor-in-Chief

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#### Editor-in-Chief

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#### Author Benefits

##### High Visibility:

indexed within Scopus, RePEc, EconBiz, and other databases.

##### Journal Rank:

CiteScore - Q1 (General Economics, Econometrics and Finance)

##### Rapid Publication:

first decisions in 19 days; acceptance to publication in 4 days (median values for MDPI journals in the first half of 2025).