

Special Issue

Creativity, Innovation, and Organizational Performance in the Environment of Creative City

Message from the Guest Editors

In a rapidly changing global context, creativity and innovation—both technological and nontechnological—are essential to achieve sustainable organizational performance. This relationship is particularly evident in sectors such as the cultural and creative industries, cultural heritage and the creative economy, rapidly transforming sectors and high-value-added sectors.

This approach fosters innovations that improve overall performance, address the demand for strategic guidelines, and resolve immediate operational challenges, all while aligning with broader sustainability goals. Organizations must revise their strategies to integrate creativity and innovation as central components of their practices. By embedding these principles into their core processes, organizations can achieve outcomes that are economically robust, socially inclusive, and environmentally sustainable. The integration of creativity, innovation, and organizational performance can ensure that organizations remain relevant and adaptable in the increasingly complex and dynamic environment of the creative city.

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Editor-in-Chief

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