

Senior Management in Innovative Companies: An Approach from Creativity and Innovation Management

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Abstract : This article presents different relationships between top management and innovative companies, based on the developments of creativity and innovation management. First of all, it contextualizes the innovative company in relation to management, creativity, and innovation. Secondly, it delves into the vision of top management of innovative companies, from the perspectives of the management of creativity and innovation. Thirdly, their commonalities are highlighted, bearing in mind the importance that both approaches attribute to aspects such as leadership, networks, strategy, culture, technology, environment, and complexity in the top management of innovative companies. Based on the above, an integration of both fields of study is proposed, as an alternative to deepen the relationship between senior management and the innovative company.

Keywords : top management, creativity, innovation, innovative firm, leadership, strategy

Conference Title : ICCIM 2021 : International Conference on Creativity and Innovation Management

Conference Location : New York, United States

Conference Dates : April 22-23, 2021