

Inaugural lecture, Affiliated Professor  
**Søren Salomo**

**“Creativity and Innovation”**



# “Creativity and Innovation”

DTU Entrepreneurship is pleased to invite all interested parties to welcome our new Affiliated Professor, Søren Salomo.

His inaugural lecture will take place on:

**Thursday, 12 December 2019 from 15:00 to 16:00**

at DTU, 1, Anker Egelunds Vej, 2800 Kgs. Lyngby, building 101, meeting room 1.

The lecture is followed by a reception from 16:00 to 17:00.

Creativity is seen as the starting point of innovation and is certainly a cornerstone of initiatives for innovation. If you want to create something new, being able to think “the new” is essential. Thinking “the new” involves the cognitive capabilities not only to recognize the problem or gap at hand, but also to develop new approaches to solve problems or exploit opportunities.

Understanding the underpinnings of individual cognitive capabilities relevant to creative thinking and behavior has led to a substantial stream of literature rooted in psychology and management. The latter being primarily interested in how to support and enhance individuals’ creative thinking capabilities through application of concrete tools and approaches.

However, limited research has explored the relationships between creativity of individuals or groups and affect. An issue, which certainly deserves more attention, as breaking away from the known will be determined and influenced by different states of affect and, as we all have experienced, creative endeavors seldom happen in individual isolation. More recently and partly driven by established firms’ urge to emulate a dynamic start-up culture, creativity-enhancing design of workplaces has received significant attention, at least in management practice. Creating such specific work environments may also stimulate creativity indirectly through their impact on the employee’s affective states.

Beyond the physical work environment, digitalization is another phenomenon which deserves more attention in the context of creativity. Creativity of machines and human machine interaction become issues of relevance, when creating the starting point of innovation.

We look forward to celebrating Søren and seeing all of you.

Best regards  
DTU Entrepreneurship  
Jes Broeng, Director, Professor

## Søren Salomo

Professor Søren Salomo, Dr. sc.pol, is a distinguished researcher focusing primarily organizational issues in technology and innovation management.

He currently holds the chair for technology and innovation management and is the co-director of the Institute for Technology and Management at TU Berlin. Until 2018, he served as head of department of DTU Management Engineering.

Søren has been invited as a visiting professor at Rensselaer Polytechnic Institute (USA), McMaster University (Canada), and University of Technology Sydney (Australia).

He has published more than 100 peer reviewed publications, the most widely used textbook on innovation management in Germany and a number of books on innovation.

His research considers network, organizational, and individual conditions for successful innovation and is based on a quantitative empirical approach.

Søren has received numerous awards and recognitions for his research, among those twice the prestigious best paper award from Journal of Product Innovation Management and the Jürgen Hauschildt Best Paper Award by VHB.

Søren is a member of the Danish Academy of Technical Sciences and the Chairman of the Technology Innovation Entrepreneurship division of the VHB (German Academy of Management).

He maintains an active portfolio of industry relations, including serving as a co-chair of Eriksholm Research Center Scientific Advisory Board and scientific advisor of the Austrian and German Industry Association ‘Platform für Innovation’.

DTU Entrepreneurship  
Produktionstorvet  
Building 426  
2800 Kgs. Lyngby

[entrepreneurship.dtu.dk](http://entrepreneurship.dtu.dk)