

## CALL FOR PAPERS



## Conference CréaPi

### CONFERENCE ON MANAGEMENT FOR CREATIVITY AND INNOVATIVE PRACTICES

Event labelled by the French Academy for Innovation and Entrepreneurship ([AEI](#))

## Thursday the 24<sup>th</sup> and Friday the 25<sup>th</sup> of March 2022

Conference organised by VALLOREM Research Unit,  
University of Orléans, University of de Tours (France)

For its first edition, the main objective of this conference is to promote ongoing or completed research related to the management of creativity and innovative practices and to exchange on related themes and the issues they raise.

Paper proposals may examine a **variety of innovative and creative practices** (technical and technological innovations, managerial innovations, marketing innovations, accounting and financial innovations, social innovations, innovations aiming at improving people well-being, innovations available to territories, etc.) considered in **various environments** (industrial sector, services sector including organisations dedicated to care and public services, third sector, etc.) and through **several types of questioning**:

- Process for developing innovations, innovative and creative organisations, innovative business models;
- Role of actors and process of appropriation of new management tools and practices;
- Practical, social and financial acceptability of innovations;
- Motivations and determinants of innovation and organisational creativity;
- Financing of innovations and innovative organisations (crowdfunding, micro-financing, start-up financing, etc.);
- Support for innovative and entrepreneurial initiatives;
- Governance, control, performance of innovative and creative practices and organisations;
- Impact of innovations (organisational impact, impact on activities, professions and skills, accounting, financial and stock market impact, etc.);
- Legitimacy of innovative managerial practices;
- Questioning the truly innovative aspect of some practices...

The questions raised in this call for papers are not exhaustive. This conference on the management of creativity and innovative practices is opened to all theoretical frameworks, methodological approaches and fields of study.

## EVALUATION PROCEDURE AND PLANNING

Deadline for sending communication proposals in the requested format	28/11/2021
Notification of acceptance of paper proposals	03/01/2022
Registration deadline	28/01/2022
Deadline for sending the revised version (taking into account the evaluators' remarks)	04/02/2022

Proposals for papers should be sent by e-mail to the following address: [colloque.creapi@gmail.com](mailto:colloque.creapi@gmail.com). They will be evaluated anonymously by two members of the scientific committee:

AUBOURG Nathalie	University of Le Havre Normandie FR*	HULIN Annabelle	University of Tours FR
ADAM-LEDUNOIS Sonia	University of Paris Dauphine FR	JOUNY RIVIER Elodie	ESSCA Angers FR
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BERTHEVAS Jean-François	University of la Rochelle FR	MAUREL Christophe	University of Angers FR
BOUAISS Karima	University of Lille FR	MERIC Jérôme	University of Poitiers FR
BOUTIGNY Erwan	University of Le Havre Normandie FR	OLA Abdel-Malik	University of Tours FR
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GRENIER Corinne	Kedge Business School FR		

\*FR = France

## FORMAT AND VALORISATION

The format of proposed papers (written in French or English) should not exceed 5 pages (excluding cover page, bibliographic references and appendices). The style sheet to be respected can be downloaded from the webpage dedicated to the CréaPI conference: <https://vallorem.fr/version-francaise/creapi>.

The accepted papers, divided into thematic workshops, will be published in the digital proceedings of the conference (which will be accessible from the VALLOREM research unit website).

Following the conference, authors will be invited to submit their contribution for publication in journals referenced by the FNEGE. In this perspective, a time of exchange with chief editors (and/or associate editors) of several French-speaking journals is planned for a plenary session on Friday the 25<sup>th</sup> of March.

The conference will also feature plenary roundtables led by invited researchers.

## OPTIMAL WORKING CONDITION

For your comfort and to facilitate exchanges between participants, the conference is organised in the centre of Orléans. The conference venue (Centre International Universitaire pour la Recherche - Hôtel Dupanloup), hotels, restaurants and the historic city centre are all located near the Orléans train station. All your journeys can therefore be done walking.



Source : <https://www.orleans-metropole.fr/>

## ORGANISING COMMITTEE

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