

Entrepreneurship and Management of Creativity

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1. Area of expertise, research area, or current themes in his/her research

The underlying theme here is that, when an individual / group commits to creative activities, what processes lead to:

1. emerging innovation and changes,
2. eventual performance improvement of enterprises / organizations, and
3. the increase in the “happiness” of individuals committed.

One of important perspectives to tackle this aspect is “entrepreneurship”. This is a rather interdisciplinary area, related to various functional areas of management such as strategy, organization, finance, marketing etc, as well as to psychology, anthropology, and sociology. Consequently, there exist so many topics you can choose and tackle in the area of entrepreneurship in the era of uncertainty.

My current interest is on how individuals recognize and capitalise on their inspiration and intuition in the business field, resulting in the eventual value-added to the customer. Further, what is possible intervention accelerating this process is also focused on.

2. Supervision Policy

Your Ph. D thesis must be based on your gathering primary data empirically and on your thorough analysis and discussion. You are expected to find something new as a result of your research and contribute to the advance of society by publishing your findings. While this process should be driven by your own motivation, time and effort, I, as your supervisor, am responsible for supporting “your” research process in terms of relevant theories to your research and methodologies. Your research can be based on either quantitative or qualitative method. Through your research process, you need to understand both types of methods and become able to effectively competitively utilise one of the methods you use in your research.

3. Advice to prospective students

Through your “research”, you are expected to realize the importance of “re-search (search again and again)” in your life. I believe in the power of human being's curiosity and achievement motivation. As long as you sympathise the underlying philosophy I mentioned at the beginning, you can choose your topic, following your own interest and curiosity.

Good luck!

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