

Half-day Conference on Creativity and Innovation in the Digital Age



Organized by the Cluster 'Creativity and Innovation in the Digital Age' of SDU's Faculty of Business and Social Sciences

January 18th 2023 – SDU, Campusvej Room U95

Program (version 9.12.2022)

9:00 - 10:15	<u>Welcome and Research Session I</u> "Dominant logit shifts during a legacy firm's digital transformation: A multilevel study" Melissa Beach (University of Southern Denmark), co-authored with Rita Faullant (University of Southern Denmark/Universität Klagenfurt) "Livestreams as Synthetic Consumption Rituals" Niklas Woermann (University of Southern Denmark) "Non-fungible tokens (NFTs) and their transformative potential for the creative economy" Konstantinos Lianidis (University of Southern Denmark), co-authored with Domen Bajde (University of Southern Denmark)
10:15 - 10:30	Break (at Panorama)
10:30 - 11:15	<u>Keynote</u> "The Age of Augmented Creativity? On the Promise, Peril, and Paradox of Algorithmic Creation" Alf Rehn (University of Southern Denmark)
11:15 - 11:30	Break (at Panorama)
11:30 - 12:45	<u>Research Session II</u> "The Aesthetics of Bio-Machines" Kathrin Maurer (University of Southern Denmark) "In Between Ha-Ha and Aha!: A Comparative Study on Designers' Humor and Creativity in Group Innovation Experience Between Denmark and China" Chunfang Zhou (University of Southern Denmark) "The patent examiner as assistant for inventors - The transition from paper to digitized information 1970-2000" Jørgen Burchardt (Museum Vestfyn) "Emotional Energy as a Driving Force for Digital Transformation - A Sociological Perspective" Ditlev Edelbo (Sonar), co-authored with Niklas Woermann (University of Southern Denmark)
12:45 - 13:45	Lunch and networking (at Panorama)