

**Dr. KRISTINA POTOČNIK, Senior Lecturer in Human Resource Management,
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Kristina Potočnik is a Senior Lecturer / Associate Professor in Human Resource Management at the University of Edinburgh Business School. She is a chartered member of the British Psychological Society, and a member of the International Association of Applied Psychology, European Association of Work and Organizational Psychology, and Society for Industrial and Organizational Psychology. She has a PhD from the University of Valencia, and she obtained her Bachelors degree from the University of Ljubljana.

Managing individual and team-level innovation has been one of her core research interests for the last eight years. Specifically, in her research, Kristina has looked at issues related with identifying individual innovation potential and the role of context in fostering team creativity and innovation, respectively.

She has published a number of articles in different journals, including the Journal of Management, the Journal of Occupational and Organizational Psychology, the International Journal of Selection and Assessment, the European Journal of Work and Organizational Psychology, amongst others.

She has also has consulted different organizations from a variety of industries, including education, health care and HR consultancies, about how to nurture their employee creativity and

consequently boost their innovation.

What Works in Creativity and Innovation: Some Key Lessons from Eight Years of Research

In competitive markets, organizations need to continuously innovate to survive and prosper. Innovation comes in various shapes and sizes but ultimately it will be a driver of change and improvement. For instance, in the last ten years we have witnessed incredible innovations in education (e.g., massive online open courses that can make education accessible to anyone around the globe), healthcare and medicine (e.g., revolutionary medical equipment that can save lives), and the car industry (e.g., driverless cars that may reduce the number of car accidents), among others. These are just some examples of how innovations can help improve our quality of life and the competitive edge of companies that introduced them.

However, what is frequently forgotten in the innovation literature is that all these great innovations had to come from “somewhere”. That is, in order for organizations, private or public, to generate innovations, they need innovative people who are capable of coming up with novel and useful ideas and promoting them in order to secure support for their implementation. They need effective teams that are composed of individuals who complement each other’s knowledge and skills and can create something novel that no one could have achieved on their own. Organizations need effective leaders who are capable of empowering their subordinates and unleashing their innovation potential.

In her talk, Kristina will address these points by 1) discussing how innovation is conceptualized and explored from the human resource management perspective and 2) highlighting some of the key findings about how to foster creativity and innovation in diverse settings, including social services and education.