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YouTube: KIE Conference

## 2021 KIE Creativity Book Project

Title: “Celebrating Giants and Trailblazers: A-Z of Who’s Who in Creativity Research and Related Fields”

Call for Chapters  
Now Open

Details:

[www.kiecon.org](http://www.kiecon.org)

### Save the dates!

**Creativity—27 July 2021**  
E. Paul Torrance International Roundtable on Creative Thinking  
Reisman Diagnostic Creativity Assessment Special Interest Group

**Research—July 28**  
Kaufman Family Research Symposium  
Research Student Workshop

**Education—July 29**  
Global Comparative and International Education Roundtable  
World Education Fellowship Centenary Lecture

**Big Data Analytics—July 29**  
Big Data Analytics, Digital Business & E-entrepreneurship Symposium

## From Boredom to Creativity: A Review of What Schools Need to Do Now (before it’s too late)

**Creativity Book Chapter**  
Gavin Guss, PhD

I argue that schools are outmoded and have for some time been growing obsolete, even more so recently. Their current structure and pedagogical objectives do not serve the needs of industry and the world economy and do not align with the advances brought on by the technological revolution. In a rapidly changing world that can be thrown into chaos as we have been by the recent pandemic – radical changes are required to keep schools relevant to children’s and adolescents’ lives. Creativity research has surged in the past 50 years, especially during the past decade, and one of the most important areas of study is developing and fulfilling creative potential.

The role of schools in the process is crucial, but school are not designed for the future and in their current structure are less relevant. The four domains that schools must adapt are the physical learning environment (the classroom), teaching methods, the curriculum and evaluation methods.

The curriculum of schools must change immediately and need to include subjects and skills like creative thinking, design thinking, solving complex problems and entrepreneurship.

Creative thinking is a valuable strategy that can be applied to

dealing with problems to gain a different perspective of them and find unorthodox solutions. Creative thinking involves what is called lateral thinking, or the ability to perceive patterns that are not obvious. Research shows that creative thinking involves making new connections between different regions of the brain, which is accomplished by nurturing divergent thinking skills and using randomization methodologies to expose individuals to new experiences and to learning. Creative thinking is the foundation of innovation as well as entrepreneurship, hence its great importance.

*The Next Big Thing for Business? Creativity*, published in 2018 by The World Economic Forum stresses that “to unlock maximum performance, organizations must harness both cognitive diversity and creativity. And that means adding a new voice to the team: The Artist Innovator.” Schools will have to do their part by making the necessary changes. The only questions are, how and to what extent? As for the when – the answer is now.

*Editor’s Note:*

‘From Boredom to Creativity: A Review of What Schools Need to Do Now (Before



Dr. Gavin Guss

It Is Too Late’) was presented at the 2020 edition of the KIE conference in July. The full paper was published as a chapter in ‘70 Years of Research into Creativity: Reflections on JP Guildford’s APA Presidential Address’, KIE Publications: London, UK.

• Dr. Gavin Guss is Dean of the School of Design and Innovation at the College of Management in Israel and lectures on creative thinking and innovation worldwide. Dr. Guss served as The Academic Director at the prestigious Design, Art and Engineering School – “Shenkar” and was CEO of the High Committee for Public Colleges in Israel. Recently he published his second book “It’s All About Creativity”; he has a PhD in Education and Management from the Tel Aviv University and graduated the executive managers program from Harvard Business School.

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## Opportunity Recognition in Entrepreneurship

**The Entrepreneurship & Innovation Column**  
Ignatius Ekanem, PhD

This article explores how and when entrepreneurs or

would-be entrepreneurs can recognise and take advantage of a business opportunity when there is one.

Opportunity recognition is a key element of the business planning process. Often times, opportunities are created by change, which can be political, economic, social, demographic, or technological. For example, economic change can lead to a period of economic growth,

more disposable income and increased demand for a set of products and services, which creates opportunities for new business ideas to take advantage of the increased affluence and spending power of the people. By the same token, technological development and advancement has created opportunities for new business ventures such as computer software, web design, multi-media.



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## Opportunity Recognition in Entrepreneurship

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The revolution in information and communication technology (ICT) has resulted in a major growth of small business applications in biotechnology, online education system and other outsourcing ventures.

Changing attitudes and ageing population structures is a social and demographic change which may bring about business opportunities. These may include changing attitude to risk and failure. Therefore, to be able to recognize a business opportunity you need the right attitude towards risk and failure. You must be prepared to take a calculated risk, which is a risk that has been given thoughtful consideration and for which the potential costs and benefits have been weighed and considered. A calculated risk is not being so risk averse that you do not do anything at all. Of course, one must bear in mind that the bigger the risk the greater the reward! A calculated risk is different from a

reckless risk. A reckless risk is being so risky that you cause serious damage to your financial situation, your reputation, and even your life. It is investing everything without consideration to the costs and benefits involved in the venture. Therefore, it is important to find a healthy balance of risk for your venture or proposed venture.

*“Changing attitudes and ageing population structures is a social and demographic change which may bring about business opportunities.”*

You must also be prepared to look at failure as a learning opportunity. Different people from different cultures deal with failure differently. In the USA, failure is viewed as a learning experience and people can benefit from

it, learn from their experience and go on to form successful companies and other ventures as a result. In Britain, on the other hand, people are less tolerant of failure and, too often, highly talented individuals have not been able to recover from it. Research studies indicate that as many as 40% of people would not start a business due to fear of failure, whereas the equivalent in the USA is 26%. However, it must be pointed out that this is now changing which means that potential entrepreneurs can now recognise business opportunities than before.

In opportunity recognition correct timing is significant. To take advantage of a business opportunity, time is of the essence. This means that the response to the opportunity should not be too early or too late. The market needs to be receptive and ready to accept the change. There is a popular saying that opportunity waits for no man. Too much procrastination may result in the loss of the opportunity.

• Dr Ignatius Ekanem, is a Senior Lecturer in Business Management at Middlesex University Business School, London, UK.

### Featured Profile KIE Conference Participant

**Dr Renaldo Scott**  
University of Pennsylvania  
USA



**R**enaldo A. Scott, EdD, is an adjunct lecturer at the University of Pennsylvania, USA. Renaldo holds a Doctor of Education degree with distinction from Drexel University's School of Education. He also earned a Master of Arts from NYU in TESOL and holds two certifications from Cambridge University to teach English language. For 14 years, he has been teaching English in various capacities, one of which has been as an adjunct lecturer of 7 years at the University of Pennsylvania where his responsibilities spanned instruction of Wharton and Penn dental students. His passion for teaching is what prompted his research into creative ways to teach complex English grammar via heuristic models.

On the global front, Dr Scott has deep overseas experience, including in China as a Distinguished Visiting Professor at Beijing Jiao Tong University and in Korea as an education

entrepreneur. Lastly, Dr Scott's multilingual ability enables him to approach pedagogy from a deeper perspective that can be of help to his students.

- Dr Scott attended KIE Conference in Dubai, UAE, in September 2019. His paper in 2019 is entitled: *“Please ASK: How Creativity Can Foster Improved ESL Student Comprehension of Article Usage Before Proper Nouns.”* Dr Scott also participated at the 2020 edition of the conference in July. His paper, which was published in the KIE 2020 creativity book, is entitled: *“From J.P. Guildford's 1950 APA Address to Please ASK: A Creative Connection.”*

## WORLD EDUCATION FELLOWSHIP CENTENARY ANNIVERSARY & KIE CONFERENCE

27-29 JULY 2021. TRYP MADRID LEGANES HOTEL, MADRID, SPAIN



### Thematic Sections/Tracks:

#### WEF/ Education-Knowledge

Including teaching & (e-)learning in primary, secondary and higher education, knowledge-education, knowledge management, comparative knowledge, indigenous knowledge, Knowledge transfer partnerships, etc

#### Innovation & Big Data Analytics

Including business innovation, ICT/technology innovation including big data, analytics and deep learning, and management/organization innovation and open innovation

#### Creativity

Including traditional themes/concepts of creativity—process, product, personality and environment; business/organisational creativity, arts, media & digital creativity, creative industries & enterprise, digital design & architectures, creativity in science and technology

#### Enterprise

Including entrepreneurship, marketing & strategy, HR, talent & development, servant/leadership in enterprise, SME business finance & accounting, business analytics, supply chain management, international business & management & family business/ethnic minority entrepreneurship

**SAVE THE DATES!**