



Communities of Practice

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5 KIE Communities: knowledge-Education Creativity Innovation Entrepreneurship Big Data Analytics & Digital Business

Editor
James Ogunleye, PhD, FRSA

Contributors this Issue
Frederica Reisman, PhD
Ignatius Ekanem, PhD
Heidi A. Rochlin, EdD

Contact Us
KIE Conference/
KIE Communities of Practices
Email: kieteam@kiecon.org
kiecon.org
facebook.com/kieconference
YouTube: KIE Conference

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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:
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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

KIE Creativity Personality of the Year 2020

KIE Creativity Book Series Editor
Fredricka K. Reisman, PhD

Fredricka Reisman, PhD, is founder of Drexel's School of Education and Emerita Professor. Dr Reisman currently serves as Co-Director of the Drexel/Torrance Center while continuing to teach in the School's Creativity & Innovation programs and to chair and serve on dissertation committees for doctoral students interested in the Creativity & Innovation concentration.

As the only offspring of a physician father and a mother with a dual music/home economics major, an uncle who also was a physician, and another uncle who served for 11 years as an assistant attorney general of New York State, she was surrounded by a love for academics. Dr Reisman also began her journey across cultures having moved from upstate New York to Brooklyn to Syracuse to Englewood, New Jersey (where her now deceased daughter, Lisa, was born) to Athens, Georgia back to Syracuse and finally to Philadelphia.

Dr Reisman received her PhD in Mathematics Education from Syracuse University. Prior to Drexel, Dr Reisman served as Professor and

Dr Reisman has been awarded over \$14,800,000 private and government grants

to support her research and teacher ed projects and have served as evaluator on funded engineering projects and numerous Pennsylvania and New York State university teacher certification programs.

She has created several books, contributions to books, journal publications, and assessments that focus on mathematics learning and teaching and creativity applications including a 2021 co-authored book published by Routledge entitled Using Creativity to Address Dyslexia, Dysgraphia, and Dyscalculia: Assessment and Techniques.

She has served since 2013 and continues as editor for the 2021 Knowledge, Innovation & Enterprise (KIE) international



Dr Freddie Reisman

creativity focused organization conference book.

Dr Reisman was awarded the New Millennium Foundation Technology Award, the national 2002 Champion of Creativity Award by the American Creativity Association (ACA), and was the recipient of the 2017 National Association for Gifted Children E. Paul Torrance Award. She was honored in Spring 2020 by Drexel where the university-wide faculty creativity award has been renamed "The Freddie Reisman University Creativity Award."

Generating a Business Idea

Generating a business idea is **The Entrepreneurship & Innovation Column**
Ignatius Ekanem, PhD

often influenced by the entrepreneur's past experience, training, education and skills. An idea can be generated and developed by the recognition that a particular product or process can be done better or in a more superior way. The recognition that something can be done differently has impelled the development of many new businesses. Many new business ideas are often times developed in the sectors or industries in

which the would-be business owner has had previous involvements. This demonstrates the importance of human capital as a determining factor in new business creation. Therefore, this short article examines how new business ideas can be affected by creative thinking and opportunity recognition (opportunity recognition was discussed in our two previous editions). *Continued on next page*



Generating a Business Idea

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Oftentimes new business ideas are generated through creative thinking.

Creative thinking is very important in idea generation and business planning. For creative thinking to take place, the right environment and the right team of individuals are required. Creative thinking starts from recognising that something (a product or service) 'could be done better' or identifying a gap in the market. Creative thinking is the ability to connect previously unrelated things or ideas i.e. lateral thinking, which is different from vertical thinking which defines a problem in one way only.

Lateral thinking involves perceiving many possible divergent options rather than concentrate on a unique convergence. It also involves using imagination and being analytical rather than applying logic. For lateral thinking to take place, the right creative and conducive environment is important and techniques such

as brainstorming to encourage the free flow of ideas, opportunity and problem mapping can be used to help improve creative thinking.

Creative thinking can be influenced or shaped by discussion with the right team of individuals. It can also benefit from research, information gathering and feedback. Therefore, I must emphasise at this juncture that ideas rarely 'come out of the blue'. Successful business people spend quality time looking for opportunities and developing their ideas.

In conclusion, idea generation requires the would-be entrepreneur to have the ability to make connection between hitherto unconnected things. It involves your ability to focus on the detail and to home in on a single 'best' answer. Idea generation can also require the ability to ask questions, make observations, and being ready to experiment. Generating a business idea can involve breaking rules, changing perspectives and seeing things differently.

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

Meet two of the Key-noters for the 2021 KIE Conference in Spain

Elias G. Carayannis, PhD

Professor of Science, Technology, Innovation and Entrepreneurship and the director of research on Science, Technology, Innovation and Entrepreneurship at the European Union Research Center at the George Washington University School of Business in Washington, D.C. USA.

Michael Crossley, PhD

Emeritus Professor of Comparative and International Education, Senior Research Fellow, Founding Director of the Centre for Comparative and International Research in Education (CIRE) and Director of the Education in Small States Research Group, ESSRG, in the School of Education at the University of Bristol, UK.

KIE Honour Roll

KIE Conference Participant & Winner of 2020 Best Paper Recognition Award—Creativity Category

Dr Heidi A. Rochlin
Spring-Ford Area School District, PA, USA

Dr Heidi A. Rochlin is an administrator in the K-12 public school system in Royersford, Pennsylvania. In her current role as the curriculum supervisor for math, science, and music for the Spring-Ford Area School District, Dr Rochlin engages with teachers in professional learning and provides professional development for teachers and administrators across Pennsylvania. Dr Rochlin has presented at the College Preparatory Mathematics (CPM) Annual Conference, with an emphasis on creatively engaging teachers in new initiatives in mathematics instruction.

Dr Rochlin has been in public education for 20 years, as a high school mathematics teacher, K-12 music teacher, and central office administrator. She resides in Berks



Best Paper Award Winner: Dr Heidi Rochlin

County, PA with her husband and five wonderful children.

- Dr Rochlin's paper entitled, "Growth in Practice: Teachers' Reaction to Supported Change", won the best paper award in the

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!