



## **MANAGING CREATIVITY**

### **A Practical Model for Innovation in the Creative Sector**



**Presenter: Dr Artur Marek Łabuz**

**Thursday, 23 October, 2025, 12:00-1:00 PM, MT**

**HA 206 or [Google Meet](#), Concordia University of Edmonton (CUE)**

In today's rapidly evolving business landscape, managing creativity is not just a trend—it's a strategic necessity. This presentation introduces an original model of creativity management developed solely by Dr. Artur Łabuz, based on qualitative research conducted in the creative sector of the West Pomeranian region in Poland. The model systematically integrates four core management functions—planning, organizing, motivating, and controlling—offering a practical framework for organizations seeking to harness employee creativity and drive innovation. Attendees will gain insights into real-world practices, sector-specific dynamics, and tested methods for building a sustainable culture of creativity and adaptability.

Dr Artur Marek Łabuz is a researcher and lecturer at the University of Szczecin (Poland), specializing in creativity management, innovation strategies, entrepreneurship, and business management. He is the sole author of a comprehensive creativity management model and the author of over 20 academic publications. He serves as the University Coordinator for student and doctoral organizations and is an experienced organizer of national and international scientific conferences. His academic work focuses on innovative organizational practices, intelligent management tools, and the role of creativity in building sustainable competitive advantage. Dr Artur Marek Łabuz is going to visit CUE from October 20 to 25, 2025. Don't miss this opportunity to connect and collaborate!