

# Management Research Seminar

**“Gross But Necessary: Overcoming the Hurdles of Creativity in a Closed Loop Economy”**

Spencer HARRISON - INSEAD, France

**Thursday, October 18<sup>th</sup>, 2018 – 2:00pm – 4:00pm**

**Abstract:**

Some practices that might seem necessary for the future require using resources or adopting practices that are currently considered off limits morally questionable. As a result, these practices evoke visceral avoidance emotions: fear and disgust. Using an inductive study of creative workers making new products from off limits or waste materials we reveal the notion of dirty creativity. Our results reveal that much of the creative work that happens once an idea has been generated is focused on reducing the novelty of the new idea and thereby making it feel less creative to enhance the idea's acceptability. By explicating this process, we extend theory by delineating the practices of layering usefulness and tuning novelty showcasing how creative work extends beyond generating an idea to refine the idea.

- **Paris: Room P400, Promenade building**
- **Lille: Visio Room B252, 3 rue de la Digue**

