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- ▣ [Whistle Archives](#)
- ▣ [News Room](#)



THE WHISTLE

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Study to examine creativity's role in research

Michael Hagearty
 Institute Communications and Public Affairs

Researchers from the [Technology Policy and Assessment Center \(TPAC\)](#) in Georgia [Policy](#) are collaborating with two European partners in a new study to examine Cre the Promotion of Highly Innovative Research in Europe and the United State (CREA by Philip Shapira, a professor of public policy and TPAC senior fellow, also involves Rogers and Diana Hicks.

The focus of the CREA project is to find the most creative researchers in genetics a learn from them what makes for excellence in research, probing not only the perso the researcher, but also the working environment. The research team hypothesizes encouraging interdisciplinary approaches, risk taking and challenging accepted con most creativity. The findings, it is hoped, will hold important lessons for developing technology policy.

CREA's objective is to identify individuals and institutions, both in Europe and the U have a record of creative and unconventional research. The next step will be to unc and circumstances that led to the groundbreaking work.

In discussing the project, Shapira — who also directs the [Georgia Tech Policy Proje Modernization](#) — noted this study's unique focus on the organizational and environ affect creativity, and that it should provide some interesting opportunities for polic: at how to create an environment that's more conducive to creativity.

Sponsored by the Newly Emerging Science and Technologies program of the Europ is expected to last 18 months.

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