



About This Seminar

What is the creative thinking process? Can we enhance individual creative thinking? Can we encourage greater creativity in groups and society? Do creative thinking techniques work, and if so why? How does our existing knowledge influence our ability to be creative? How do organizational structural processes influence the flavor of creative outputs? There are few processes that are more important for modern societies to understand than the creative process, yet it remains an area of surprisingly limited research, with many unanswered questions. A decade of research, reviews of the work from leading minds from academia and practitioners, and extensive new findings from research at some of the largest multinational advertising agencies, has gone some way toward answering these questions. The results are clear. The creative thinking process can be understood and individual creativity enhanced.

In Collaboration with Sarawak Research Society



About the Speaker



Dr Mark Kilgour

Over the last two decades Mark has worked extensively throughout South-East Asia & Australasia in both private consultancy and academic positions. His main areas of research include major thought processing theories such as categorization and cognitive structures and their application to learning, promotion, and creativity. He also undertakes research in the areas of social media, tourism, and Omni-channel. Mark developed the Tourism and Hospitality program for the Chartered Institute of Marketing. His Creativity Framework has been taught in Singapore, Germany, Malaysia, and New Zealand, and was the basis for his doctoral thesis and two books. He has published on creativity in leading journals including the Journal of the Academy of Marketing Science, the Journal of Advertising Research, the Journal of Advertising, and Creativity Research Journal. He is a former Chairperson of the Department of Marketing at the University of Waikato, where he currently works.

Contact Us

Lau Wee Ming : 016-8742231

Dr. Hiram Ting : 018-3653472

WOU Office : 082-578923



**WAWASAN OPEN
UNIVERSITY**
Kuching Regional
Centre



“CREATIVITY” LESSONS FROM INDUSTRIES

**UNDERSTANDING THE PROCESS
OF CREATIVE THINKING**

Date: 3rd August 2017

Time: 8.30am-12.30pm

Location:

Auditorium

Dewan Bandaraya Kuching Utara