



*Business Process Management and Creativity*  
*- The Creativity Intensive Process*

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**ABSTRACT**

Nowadays, creativity is a core competitive factor for many companies in various industries. Wherever something new is created, wherever unsolved problems are solved, creativity is at work. There is even a whole industry that is based on creativity – the so-called creative industries (Hartley 2005). Consequently, creativity and creative products can be found within the processes of many organizations.

Business Process Management provides a process-oriented, cross-functional perspective on organizations. It has been successfully deployed in various domains and is even seen as a key factor to competitiveness (Zairi 1997). Although creativity is a core competitive factor and an important element of primary activities of nowadays' organizations in various domains, there has not been an in-depth investigation on how creativity influences business processes and, thus, Business Process Management. Such an investigation includes questions regarding how processes with creative tasks can be modeled and supported. This research has been motivated by case studies within the ARC funded project "Business Process Management for the Creative Industries".

This seminar gives an overview about the research project "Business Process Management for the Creative Industries", introduces the notion of the *Creativity Intensive Process* and discusses certain issues regarding creativity and Business Process Management.

**SPEAKER**



**Stefan Seidel** is Research Assistant at the Australian Research Council Centre of Excellence for Creative Industries and Innovation. He has worked on different business process consultancy and research projects. He is member of the European Research Center for Information Systems (<http://www.ercis.com>). Stefan is currently working on the ARC Centre of Excellence project Business Process Management for the Creative Industries at the Business Process Management Group at Queensland University of Technology. Within this project, in cooperation with leading Australian industry partners, the value chain and processes of the creative industries are analysed, process improvements are proposed and process automation is introduced. Stefan's research interests include the development and application of methods for business process management, software engineering and management information systems. Related publications can be accessed on <http://www.wi.uni-muenster.de/is/organisation/mitarbeiter/seidel/publikationen.php>.