

Smart Innovation Set

coordinated by
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Volume 19

Creative Management of Complex Systems

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Color section

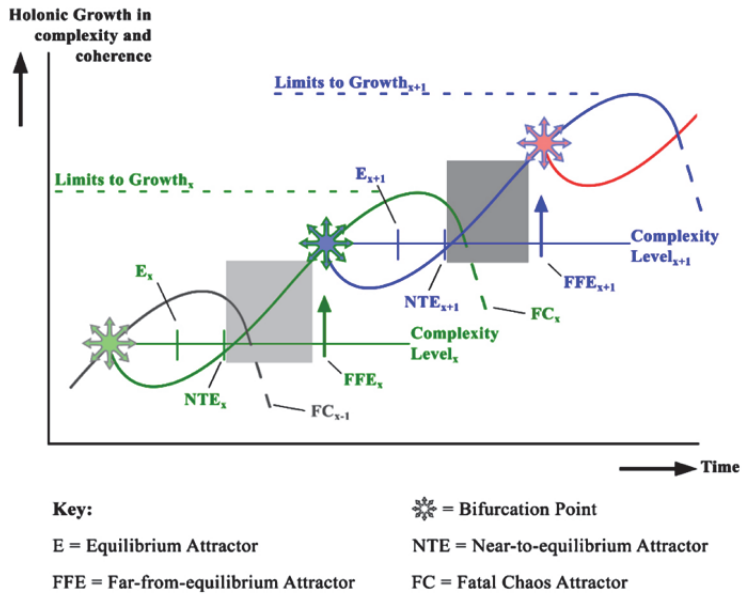


Figure 3.1. *The discontinuous growth of a chaordic system*
 (source: van Eijnatten (2004, p. 431))

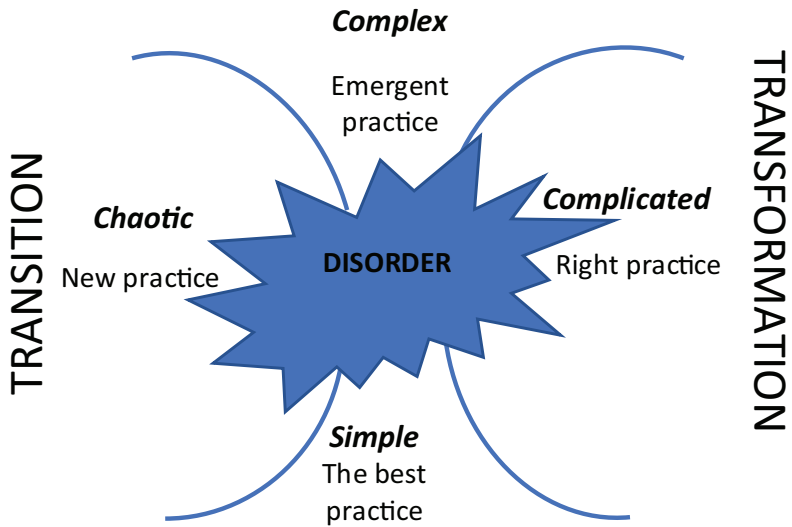


Figure 5.1. *The four situations from the Cynefin model*
(source: Burger-Helmchen and Raedersdorf 2018)

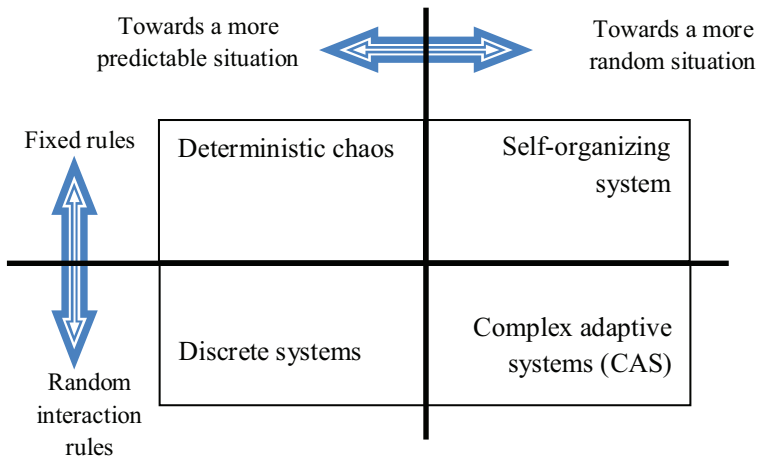


Figure 5.2. *Four types of complex systems in marketing*
(source: Wollin and Perry 2004)

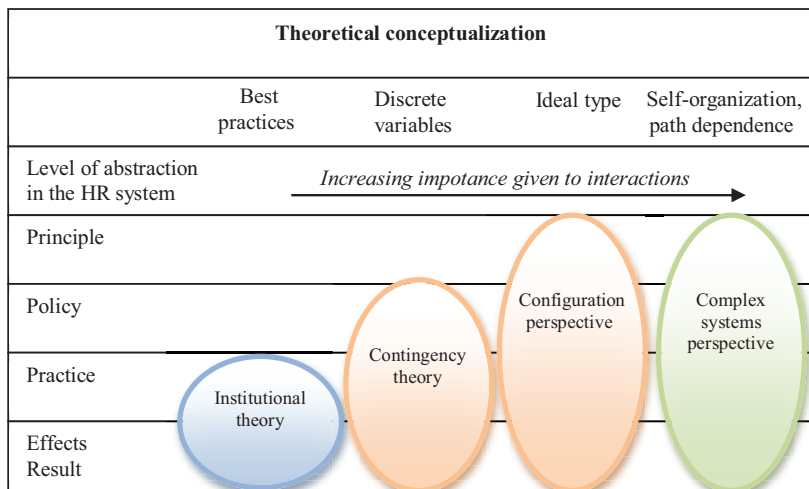


Figure 5.3. Theoretical conceptualization of the firm and complexity (source: Colbert 2004)

Degree of novelty	High	I Improvisation	II Composition
	Low	III Algorithmic execution	IV Algorithmic planning
		Instant / Short	Notable
Time between the creation of the response and its execution			

Figure 5.4. *Creative organizational reactions* (source: Fisher and Amabile 2011, p. 17)