

Innovation and universality of the creative process

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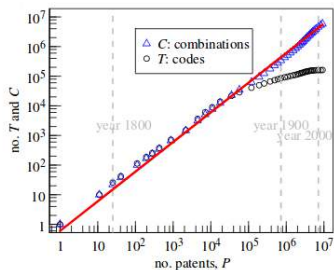
What is innovation?

- **Oxford dictionary:** 1) the action or process of innovating; 2) a new idea, method, device;
- **Industry:**
 - "The implementation of creative ideas in order to **generate value**, usually through increased revenues, reduced costs or both."
 - "Innovation is the **implementation** of something new."
 - "The application of ideas that are novel and **useful**."
 - "The fundamental way the company brings constant value to their **customers business or life** and consequently their **shareholders and stakeholders**."
- Innovation is vital for sustainable growth of human society.

Patents vs. Question&Answers

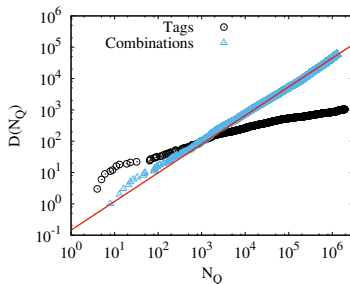
Heaps' law $S(N) \sim N^\beta$ with $\beta \leq 1$

Patents



Youn H., J R Soc Interface 12, 20150272
(2015)

Questions&Answers



Mitrović Dankulov M., et al., Sci. Rep. 5,
12197(2015)

Creative process is universal!

- It is a socio-economic process. Socio-economic systems are complex systems.
- Rise and fall of creative communities.
- Online communities can serve as a model system.
- To guide a process we have to understand it.