

***THE EDWARD DE BONO INSTITUTE
FOR THE DESIGN AND DEVELOPMENT OF THINKING
UNIVERSITY OF MALTA***

**Master of Arts in Creativity and Innovation
Student Intake: October 2004**

DISSERTATION ABSTRACTS

Foresight in ICT
**An Investigation into the National ICT strategy with particular focus
on the role played by SMEs and e-Business**
Sergio Azzopardi

The central focus of this research is the investigation of ICT policy from an SME perspective. It will, moreover, assess the potential benefits and limitations of such policy by means of a systematic foresight exercise.

Using Foresight in Policy Making on Digitisation of Heritage
Angele Azzopardi Giuliano

Proposing tools from the foresight and creativity world to help policy makers around Europe and the Mediterranean tackle digitisation of cultural heritage in the region. A foresight exercise will be carried out with stakeholders and experts in the field.

Creativity tools in an e-learning environment
James Azzopardi

The migration of creativity tools from a paper and pen scenario to an online e-learning environment. Research on acceptability, feasibility and funding. A demonstration project will be put in place for testing purposes.

Exploration between creativity and delinquent behaviour
Olena Baeva

To conduct research into the theoretical possibility of a link between unidentified and unfocused creative abilities in adolescent teenagers and juvenile delinquency. This investigation is being undertaken with a view to discover possible solutions aimed at developing a sense of being, self and future within the adolescent.

The Creative Leader

Emanuel Darmanin

Today most organisations talk about the need for creativity and innovation. But do they take the necessary measures to invigorate new ideas and to convey them into innovative products, services or processes?

Particularly, do their leaders nurture an organisational climate, culture, environment, business processes and procedures and do they behave in such a way that stimulates creativity and innovation? Or do they stifle creativity, maybe unknowingly?

This research will address the behaviour of business organisational leaders (particularly within ICT Companies), their characteristics and other factors that may influence these leaders to foster or hinder creativity. The research question to be addressed is “*Is the Creative Leader an asset or a hindrance for organisational creativity?*”

Exploring the occurrence and function of Creativity and Innovation in Professional Social Work Supervision

Andreana Dibben

Through qualitative methods, the researcher aims to explore the way in which supervisors make use of creativity and innovation, their perception of creativity and innovation and its importance during social work supervision.

A creative and innovative curriculum in Malta: Relevant subjects taught for life

Neville Dimech

This dissertation uses a small-scale Foresight exercise to determine the scenario of education for the future of Maltese primary schools.

Are Creativity and Innovation in Marketing possible (suitable) for Maltese SMEs?

Joseph J. Micallef

This research will explore the application of creative and innovative attitudes towards marketing within small (micro) and medium sized enterprises in Malta. Are local SMEs actually creative and innovative in their marketing operations or do they perceive themselves to be so? What are the reasons for such an attitude? The study attempts to understand what is considered as a creative and innovative attitude by SMEs. Is there any deliberate application of tools such as those developed by Edward de Bono

That SMEs account for a substantial share of local commercial activity and an even greater share of employment opportunities is a fact. Within this classification small enterprises (to include micro enterprises) constitute the majority.

On a wider scale when discussing SMEs some might argue that “small is beautiful” stating flexibility as the reason for such an assertion. However, it is also true that being small excludes, inhibits or restricts an organisation from many opportunities – some of which are fundamental. Finance, economies, academic research and R&D are but a few examples. Marketing is no less of a problem – and probably a serious problem too, since many

consider marketing as being an activity that is fundamental to survival and growth. Casting this universal understanding into the local context (especially in relation to the country's international competitiveness) outlines the urgency of such problems faced by local SME.

In view of this scenario, I contend that one probable solution is the increased application of creativity and innovation to marketing activities within such organisations. Having said that, I also understand that such a proposition requires a cultural change in SME approach to the subject - a change that might not feature high up on an imaginary priority list.

The aim of this paper is to understand what the current practices are, *vis-à-vis* creativity and innovation in marketing within local SME and to propose feasible ways by which such practices may become important "gear-wheels" in the development of such organisations.

The Value of Simplicity as a Critical Success Factor in Entrepreneurship

Richard Muscat

To research the role "simple" ideas have played in success/failure stories of organisations, products and initiatives and propose methods of successfully achieving useful simplicity.

Women's studies, Gender communication and the Media (mainly film)

Amanda J. Nelson

The portrayal of women and girls in the media, how this affects them and how we can change the negative effects of the present view and gaze.

Whole Health (Spirit, Mind, Body) personal, family, community, country, world

Jane E. Nelson

To investigate the challenges to homeostasis of our time and look for possible ways of dealing with, and finding new solutions to them.

Innovation in the financial services sector industries

Stephen Portelli

Identify and assess the approaches used by organisations in the financial services sector to stimulate and manage innovation.

Maltese teachers' perspectives on creativity

Shirley Pulis

This study will analyse the perspectives of Maltese teachers on the teaching and learning of creativity.

Learning Methodology to encourage creativity in the Secondary Sector

Carmen Schembri

The aim of this research is the identification of practical mind tools and methods which can be used in the process of teaching and learning. This will help to facilitate learning in the classroom. This approach will be tested in classroom settings and analyzed for its potential in engaging learners to be constructive, reflective and to manage time well. Emphasis will be on multiple resources.

Objectives: To be able to explore the possibility of different learning patterns. This will enable the student to become aware of different learning combinations empowering him to take control of his own learning. The use of logic and perception is necessary and this will lead to de Bono's thinking skills (i.e. PMI: OPV: AGO and FIP). Establishing a conceptual framework for Action Research. This will provide an orientation to Action Research and Identify the four stages of A.R.:

1. The differentiation between formal and action research.
2. Focusing on the problem and its setting.
3. The basic principles of experimental design and data analysis.
4. The major concepts of action research to reflect the truth and validity of the study taking place.

Structure: The student learns to focus on and refer to learning patterns before tackling a learning situation. These tools will then help the student to face a challenging task. Students would be able to create a strategy which should help them be aware of their own and their peers' learning patterns and be able to work in a group. They will learn the skills of team building. The use of the above mentioned tools and techniques will help them to interact and function effectively as a team. Working regularly in teams should help them create a learning community in which they can help and learn from each other.

Conclusion: The concept of "learning by doing" in which learning is perceived as experiential and reflexive is fundamental to this approach. It recognizes that people learn through the active adaptation of their existing knowledge in response to their experiences with other people and their environment. Moreover the process of building on experience is a natural one for most people and action research provides a framework for formalizing and making this process more effective.

**2020 vision for Sustainable Enterprises (SE)
What will the concept of "Sustainable Enterprise" hold in 2020?**

Anne Solgaard

To explore the current view of the concept 'sustainable enterprise' and to develop scenarios for possible futures. The study will be based on interviews of experts from business, academia and organisations.

**Creativity in Customer Services, incorporating Quality, Cultural Studies
and de Bono's Methods**

Barbara Trotman

This research will be based on developing and improving customer service methods in the Maltese Islands and will include a comparative study with a German region.