

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Tuesday, 12 July 2022 at 11:00 CET** in room **P-201/202**  
at the **School of Economics and Business, University of Ljubljana**  
and via platform **Zoom**

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will present the article:

**The strategic value and challenges of configurational meta-knowledge in  
creative industries**

In creative industries, businesses compete by producing novel products that are also considered appropriate to each business and thus recognizably distinctive—in other words, organizations compete by innovating within the constraints distinctive to each respective organization. In this qualitative, ethnographic, case-based study, I argue that organization members produce these organizationally appropriate innovations by using “configurational meta-knowledge”: a type of collective tacit knowledge consisting of knowing when and how to use what knowledge. I develop an empirical and theoretical account of configurational meta-knowledge in the context of high-end cutting-edge cuisine. I build on this account to describe and theorize about group-level prototyping and evaluation practices that seemed to support the communicating and learning of configurational meta-knowledge in this setting. I conclude by discussing the implications these findings have for our understanding of innovation and tacit knowledge in organizations, and for management practice.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1397>

by Monday, 11 July 2022.

Access details will be sent prior to the event to signed up users.

**We look forward to seeing you!**

