

The Research Centre of the School of Economics and Business,
cordially invites you to a research seminar
on **Tuesday, 21 November 2023, at 13:00 CET** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**

Marc Lecoutre

(ESC Clermont Business School, France)

will present the article:

**The Process of Bisociation, At the Heart of The Ideas Factory. The Case of
An Ordinary Managerial Innovation**

Getting out of a deadlock by generating new ideas is a common creative practice in organizations. We delve into the black box of bisociation (Koestler, 1964), a concept that has received limited attention in management literature. The case study examines a managerial innovation in a cultural company observed concomitantly with action, employing ethnographic techniques within a grounded theory framework. Building upon Koestler's work, the methodological approach reveals the processual nature of bisociation. We meticulously document the process, describing and naming its different stages and the conditions of its emergence and realization. This leads to considering bisociation as a universal process of idea generation in constrained situations, characterized by a profound destabilization of the actor as a triggering event, a seemingly insoluble problem within their habitual reference system, and the emergence of a solution at the intersection of practices related to their past experiences.

Please sign up for the free seminar at <http://raziskave.ef.uni-lj.si/a/1621>

by Monday, 20 November 2023.

We look forward to seeing you.

