PhD Title:
Self-Reflexivity as a pathway to nurture and sustain individual creative processes in the context of innovation and design.

Keywords:
Reflexivity, Creativity, Design, Design Thinking, Innovation, Knowledge Economy.

Research Abstract:
The exponential development in technology over the past 20 years has fundamentally transformed the social, economic and political structures defining how we live, work, communicate and socialise. In a global environment where individuals are highly connected, creativity and innovation become the engine of development and growth. (Rosenberg, 2004) Because of their conservative nature, internalized mental frameworks, those “deeply held internal images of how the world works, images that limit us to familiar ways of thinking and acting” (Senge, 1990) are heavily challenged to adapt to this dramatic and rapid transformation.

Within this context, this research aims to understand how individuals sustain and nurture creative processes against the backdrop of life in the new millennium. While much of the research exploring innovation and creativity dichotomizes the discussion between the ‘lone genius’ versus group collaboration, this research seeks a middle ground by investigating how individuals in everyday life foster self-styled creative solutions.

Research Methodology:
This research will be conducted using a qualitative methodology. Grounded Theory (GT) will be used as the methodological scaffolding for this project. GT was selected for its systematic and rigorous requirements of data collection and analysis as well as its strong reputation for conducting qualitative research aimed at previously un navigated areas of research. With this in mind, the data collection and analysis will follow along the systematic requirements of this framework. Thus, data will be collected and analyzed in the following ways: open coding, axial and selective coding and memo/note-taking.

Results / outcomes:
1. To expand design thinking strategies to include self identity.
2. To understand the influence design processes have in shaping self-identity.
3. To explore how design thinking fits in the knowledge economy paradigm.

Key Publications:
Peters, MA, Marginson, S & Murphy, P 2009 Creativity and the Global Knowledge Economy, Peter Lang, New York.