

## PhD Research | School of Design | The Hong Kong Polytechnic University

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Specialization / Interests:

**Creativity  
Business Design Entrepreneurship**

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Profile Image:



PhD Title:

**Creativity in Entrepreneurship Education: The case of the Hong Kong startup ecosystem**

Keywords:

**Creativity, Entrepreneurship, Startup, Ecosystem**

Research Abstract:

**As the global networks of information and trade continuously keep improving, more and more cities in the world are forming their local version of a “startup scene” and joining a global trend of entrepreneurship. Assuming that creativity is a crucial component for startups and a critical ingredient for innovation, it is sensible to look how creativity is being leveraged and valued across different cities with distinct entrepreneurship ecosystems (also known as startup ecosystems). Key to achieving a thriving ecosystem is the people and their background, including their education. I intend to identify what the entrepreneur education exactly is, and map the different paths that an individual can receive their learning to become entrepreneurs. This research project aims to determine the status of creativity within entrepreneurship education and gain a better understanding of the role of creativity for startup ecosystems a whole.**

Research Methodology:

**The study is going to be qualitative evaluation research. I intend to use multiple sources of data to examine the startup ecosystem and the creativity within it. Additionally, ethnographical field studies might also be used.**

Results / outcomes:

- 1. To develop a framework for analysing the status of creativity on any given ecosystem**
- 2. To develop an educational framework for cultivating creativity within a startup ecosystem**
- 3. This study will identify the stakeholders who are nurturing creativity, and it aims to strengthen their engagement and involvement within the startup ecosystem**

