



## FROM CREATIVITY TO VALUE CREATION

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### ABSTRACT

In today's world, globally interconnected, volatile, and characterized by a sky-rocketing complexity, significant and unprecedented interdisciplinary is required among various stakeholders to create resilient and innovative value chains. Within this compelling context, we focus on the new role that university-industry collaboration plays on a large scale in bridging the gap between idea generation and value creation to economy and society. A new way to promote attitude towards entrepreneurial leadership at an early stage among students and teachers is experienced by linking curricular and extra-curricular teaching and contents, as well as by supporting voluntary learning "on demand" among students. Intertwined links are indeed possible within a nursery environment, so-called *Entrepreneurery*, where students are encouraged to express their creativity, both by raising startup ideas and by solving companies' technical and scientific issues. Entrepreneurial students are thus supported in their innovative ideas through collaboration with teachers, experts, entrepreneurs. They are also stimulated to engage other students to be part of an interdisciplinary team. Cooperation in supporting cross-fertilization of creative ideas will be fed by competencies, an open-minded environment, and where diversity integration plays an important role. Only through different thinking is it possible to develop outstanding achievements. Coordination is guaranteed by a collaborative IT platform, which is also open to SMEs to facilitate them in involving entrepreneurial students. Within this collaborative framework, all stakeholders will profit from reciprocal learning and creativity, increasing the entrepreneurial attitudes of students and teachers and thus accelerating the transfer of academic startup ideas into industrial applications and business opportunities.