

## **Creativity, Knowledge Transfer and Innovation**

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This edition of the journal returns to the theme of creativity and begins with a discourse on the ‘Complexity of the Assessment of Creative Climate and Group Creativity’ by Lingling Luo, Xuemei Deng and Chunfang Zhou. This is followed by Javier Benito-Bilbao, Francisco Sánchez-Fuente and Jose Ramón Otegi-Olaso’s paper on ‘An empirical research within Basque stakeholders in innovation to build a comprehensive knowledge transfer model’. This paper ‘focuses on knowledge transfer, as a key subject of the field of knowledge management, and as the concept which also encompasses the topic of technology transfer.’ The authors conclude that a ‘knowledge-intensive company could improve its competitiveness by means of customizing and manipulating the determinants of impact of the transfer of knowledge.’

The third paper in this edition is authored by Ikponmwoşa Oghogho and Ojediran John entitled: ‘Mobile Phone Driven Innovative Farm Diffusion: The Nigerian Road Map’. In this paper, the authors proposed ‘a detailed plan capable of delivering innovative farm information to and among farmers using mobile phones as the main channel’. The authors’ conclusion is that ‘mobile phones have the capacity to facilitate information diffusion process by providing a path of low resistance to information flow thereby complimenting the efforts of “local influentials” and extension workers.’

The fourth and concluding paper in this edition relates to sentiment analysis within the context of business intelligence and it is authored by Mohammed Al-Kharusi, Abubakar Usman and Jamilu Awwalu. The paper reviews sentiment analysis as applied to Business Intelligence ‘in terms of evolution and application’ and found that ‘despite the advancements in Sentiment Analysis and Business Intelligence in terms of evolution, challenges such as technological, ethical and legislative’ persist.

All in all—and keeping with tradition—readers are served with a diverse edition that continues to capture the essence of the journal.