

81 Title	The Psychology of Novelty-Seeking, Creativity and Innovation: Neurocognitive Aspects Within a Work-Psychological Perspective
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Abstract	<p>“Curiosity is, in great and generous minds, the first passion and the last.” Samuel Johnson, 1751</p> <p>Why are some people constantly on the move towards something new, while others feel comfortable with what there is? What motivates us to seek for the new? What helps us in finding it? What leads us to transform what we find into a product that is visible to others and expose us to their judgement? Research in psychology holds fascinating insights concerning the above questions. Surprisingly, neurocognitive and neuropsychological insights that could lead to a better understanding of the processes of novelty-seeking and novelty-finding, have received little attention in the creativity and innovation literature. Especially for those working in professions where the generation of the new is the core business, it would be highly relevant to know more about those biological parameters of novelty generation and especially how they make human beings behave in professional environments. Such knowledge can not only improve human resource management in creative work settings, but also help creative professionals to better understand and manage themselves. The Novelty Generation Model (NGM) introduced in this article offers a new perspective.</p>