The research of the University of Bologna offers multidisciplinary and innovative approaches to creativity and its relation with the individual, societies, technologies, design, innovation processes and development of cultural and creative industries in all sectors.
Creativity studies
• Creative thinking processes
• Social structure of creativity
• Individual creativity
• Creativity, learning, technologies
• Social evaluation of cultural products

Creativity and innovation
• Origins of innovation and technology entrepreneurship
• Management of innovation and IPR
• Creativity and technology transfer
  • Wine business research
• Design driven innovation; development of innovation within the organizations
• Innovation of product-service systems and participatory planning processes
• Social origin of idea and innovation

Cultural and creative industries
• Development, business models, dynamics, socio-economic impact, spillover effects
• Cultural production and consumption
• Creative industries and tourism; cultural tourism
• Tourism and related services
• Study and enhancement of audiovisual and performing arts: cinema, television, photography, music, dance, theatre
  • Film industry
  • Music industry
• Fashion industry, fashion system, fashion management, CRS related to fashion sector, consumer goods and lifestyles, fashion and tourism
• Analysis of social media and social networking
• Analysis of social media communications
• Narrative design, narrative ergonomics, transmedia storytelling, interactive and machine storytelling, serious storytelling, narrative marketing and communication
• Audience studies

HIGHLIGHTS
FP7 People/CIG/Marie Curie project MII-FDLUX The impact of Chinese Acquisitions on the Luxury Made in Italy aims to assess the implications of the acquisitions by Chinese MNCs in the “Made in Italy” luxury sector.
Erasmus Plus project, EMPHOS Empowering Museum Professionals & Heritage Organizations Staff by cultural entrepreneurship training and research aims to give cultural heritage organizations and museums possibilities to acquire competences and tools in the field of cultural entrepreneurship.
Horizon 2020 ERC project BLINDSPOT Diversity and Performance: Networks of Cognition in Markets and Teams (the University of Bologna is a beneficiary) investigates key cognitive challenges of modern organizations with the aim of developing a comprehensive sociological approach to study the social properties of cognition.
Departmental Research Centre GIOCA Innovation and organization of culture and the arts is active in the field of management and innovation of cultural heritage and arts organization. It organizes a second degree in Innovation and organization of culture and the arts.