



CréaPI Conference

Conference on Management
for Creativity and Innovative Practices

Wednesday^{1st} and Thursday 2nd July 2026

Conference organised by
VALLOREM UR 6296 (University of Orléans, University of Tours)
LIFO UR 4022 (University of Orléans, INSA Centre Val de Loire)

The biennial CREAPI conference was created in 2022 with the main objective of promoting ongoing or completed research related to the management of creativity and innovative practices and to exchange ideas on related themes and the issues they raise. This conference aims to be a space for discussion around research questioning a diversity of innovative and creative practices considered in various environments (industrial sector, service sector, public authorities, third sector, etc.) and through several types of questioning. The 2026 edition (3rd edition) is unique in its resolutely interdisciplinary approach, bringing together perspectives from different disciplines. It will be structured around:

▪ **Thematic sessions** addressing specific topics related to the following theme: *Creativity and Artificial Intelligence*. Thematic sessions may be dedicated to the following topics:

1. Foundations and forms of creativity in the age of AI

- New forms of creative thinking in the age of AI (cognitive models, human-machine hybridisation...)
- Collective intelligence and AI in creative processes (scientific, organisational, collaborative...)
- Co-creation between humans and AI: challenges, methods and areas of application
- Creative algorithms and their applications (art, design, engineering, marketing...)

2. Sectoral applications and innovation

- Uses of AI in complex problem-solving processes and product/service innovation
- AI and innovation in cultural and creative industries
- Generative AI in artistic creation
- Deep learning and generative art

3. Management, organisation and transformation

- AI as a lever for creativity in organisations (R&D, marketing, HR, strategy, etc.)
- AI and the transformation of managerial and decision-making practices
- Creativity management in the age of AI
- Impact of AI on creative, scientific and managerial professions

4. Educational and ethical issues

- Training creativity with AI in the arts, sciences and management
- Ethics, responsibility and bias in AI-assisted creative productions

▪ **Varia sessions** for work that does not fit into the above themes.

Interested researchers are therefore invited to submit their proposals for papers on one of the above topics related to the theme or in *the Varia sessions*.

The topics listed in this call for papers are suggestions for reflection and are not exhaustive. This conference is intended to be open. This openness applies to the theoretical frameworks used, the methodological choices made and the fields of study.

EVALUATION PROCEDURE AND SCHEDULE

Submission of proposals in the required format	27/03/2026
Notification of acceptance of proposals	08/05/2026
Registration opens	08/05/2026
Registration deadline	29/05/2026
Submission of the revised version (taking into account the reviewers' comments)	29/05/2026

Proposals for papers (written in French or English) must be submitted via the sciencesconf platform: <https://creapi2026.sciencesconf.org/>

SCIENTIFIC COMMITTEE

They will be evaluated anonymously by two members of the scientific committee, made up of lecturers and researchers in computer science and management sciences.

LETORT Frédérique	University of Orléans, VALLOREM	President of the scientific committee	
ADAM-LEDUNOIS Sonia	Paris Dauphine PSL University	DESCHAINTE Stéphane	University of Orléans
ANTOINE Jean-Yves	University of Tours	GRENIER Corinne	KEDGE Business School
AUBOURG Nathalie	University of Le Havre Normandy	HALFTERMEYER Anais	University of Orléans
BERTOLISSI Clara	INSA Centre - Val de Loire	HULIN Annabelle	University of Tours
BOIRON Aurore	University of Orléans	LEPINARD Philippe	University of Paris-Est Créteil
BURGER-HELMCHEM Thierry	University of Strasbourg - BETA	LETORT Frédérique	University of Orléans
CARDONI Hélène	University of Orleans	MARTIN Émeline	University of Angers
CHEKKAR Rahma	University of Orléans	MOAL Frédéric	University of Orleans
CHEVALIER Laurent	University of Tours	NDIONE Mamadou	University of Orleans
DE RUNZ Cyril	University of Tours	PLICHON Véronique	University of Tours
DE SOUTO Marcilio	University of Orléans	RENAULT Sophie	University of Orleans
DELACOUR Hélène	University of Lorraine	RUIZ Émilie	University of Savoie Mont Blanc

FORMAT AND EVALUATION

The format of proposed papers must not exceed **5 pages** (excluding the cover page, bibliographical references and appendices).

The style sheet to be used can be downloaded from the conference website:

- <https://creapi2026.sciencesconf.org/>

The papers, divided into thematic workshops, will be published in the digital proceedings of the conference (which will be accessible from the VALLOREM laboratory website and from HAL). Following the conference, authors will be invited to submit their contributions for publication in peer-reviewed journals.

The conference will also feature plenary round tables with guest researchers.

OPTIMAL WORKING CONDITIONS

For your comfort and to facilitate exchanges between participants, the conference is being held in the centre of Bourges. The conference venue (Bâtiment de la Salle d'Armes), hotels, restaurants and cafés, and the historic centre are all located near Bourges train station. This means that you can get around on foot or by bus (buses are free in Bourges).



ORGANISING COMMITTEE

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