



**ELLTA 2012**

**Call for Papers**

---

**Asian Perspectives  
On  
Transforming Societies through Creativity, Innovation  
and Entrepreneurship**

**December 11-13, 2012  
Co-host :Universiti Utara Malaysia, Malaysia**

**Venue: Hotel Meritus Pelangi Beach Resort & Spa Langkawi, Malaysia**

---

ELLTA, which stands for Exploring Leadership and Learning Theories in Asia, invites contributions to highlight Asian perspectives on Creativity, Innovation and Entrepreneurship.

Given the enormity and diversity of challenges facing the world at large, and Asia, in particular, the transformation of societies requires creative and innovative responses, and individual and collective entrepreneurship. 'Creativity, Innovation, and Entrepreneurship'- as expressions and embodiments of Leadership and Learning – are, thus, the key catalysts for social transformations in the contemporary Knowledge Era. This realization and recognition is on the rise: For instance, India declares 2010-2020 as India's 'Decade of Innovation'; Malaysia celebrates the Year 2010 as the Year of Innovation.

The ELLTA Conference 2012 is an extremely important undertaking, not only because of its emphasis on showcasing and knowledge sharing of creativity, innovation and entrepreneurial efforts and initiatives, but, more significantly, because it brings in the Asian Perspectives on the current theme.

The majority of the theories (e.g. theories on 'leadership', 'learning', etc.), though claiming to have global application, in effect, originates in different parts of the Western world. This raises an important concern: Is it wise to assume that all these theories are universal in nature and could equally be applied to all contexts? ELLTA is an initiative that challenges the hegemony of West-inspired theories and their basic assumptions. The first academic conference, Exploring Leadership and Learning Theories in Asia Conference 2011, has made a valuable contribution in addressing this concern, and in highlighting understandings on Asian perspectives on leadership and learning.

ELLTA 2012 further extends this agenda and takes up, as its theme, the Asian Perspectives on Transforming Societies through Creativity, Innovation and Entrepreneurship.

The ELLTA 2012 brings together the world's thought leaders, concerned scholars and academicians, social and business entrepreneurs, researchers, innovators, creative and concerned citizens of the world, social change agents, and passionate practitioners – to share breakthrough innovation initiatives or ideas, and to develop meaningful insights on Creativity, Innovation and Entrepreneurship, that brings Asia in Perspective. Thus, the deeper academic questions that the Conference addresses are:

Are the west-inspired theories on Creativity, Innovation & Entrepreneurship relevant for Asia, in general, and different contexts in Asia in particular?  
Is there a need to develop theories specific for Asia in general and different contexts in Asia in particular?

Are there existing theories of/on Creativity, Innovation & Entrepreneurship with an Asian origin, which have not received much attention or have not been acknowledged so far?  
What are the current theories and practices available on Creativity, Innovation & Entrepreneurship in Asia, in general, and different contexts in Asia in particular?  
What are the roles of the education systems, education institutions, educational leaders in the leadership for learning regarding Creativity, Innovation and Entrepreneurship?  
The Conference engages a wide range of individuals and organizations, working in diverse fields, e.g. Science and Technology, Business and Economics, Social Sciences, Philosophy, Development and Sustainable Development Studies, Education, etcetera.

Therefore, contributions are invited on, but not limited to, the following Sub-themes:

- Showcasing innovation, creativity and entrepreneurship (specific, real-world applications)
- Innovation networks, National Innovation Systems;
- Entrepreneurship and Social Transformation;
- Entrepreneurship, innovation and knowledge economies
- Innovating for Transformation
- Drivers of the transformation and Sustainable Development (social, cultural, environmental)
- Learning Creativity, Innovation and Entrepreneurship
- Educating for Creativity, Innovation and Entrepreneurship
- Educational Leadership for Creativity, Innovation and Entrepreneurship
- Societal transformation and role of social media
- Business, Entrepreneurship, & Society in Emerging Markets
- Sustainable Technologies
- Innovation Management
- Grassroots Innovations
- Green Innovations
- Entrepreneurship and small- and medium-sized firms
- The Curriculum of Creativity, Innovation and Entrepreneurship
- Indigenous Perspectives of Creativity, Innovation and Entrepreneurship
- Others.

Abstracts (400-500 words) can be submitted [on line](#) by September 15, 2012