

**World Café': A Joint Introspection on Innovation and Creativity
in Organizational Behavior Research and Practice**

A closing get-together sponsored by the Israeli O.D. Association

Organization Development as a theory based profession is present on both side of the virtual divide between practice and academic activities. The research on innovation and creativity takes place in the twilight zone between research and practice. These two practices (research and practice) seem to be incommensurable¹. Though Organizational Development is a research based profession, it is based on epistemological premises different from those of most Academic fields of knowledge (Czarniawska, 1999; Stacey, Griffin and Shaw, 2000; Weick, 2011; Eden, 2017). The dialogue between research and practice is thus an effort to communicate across disciplinary boundaries, trying to tackle issues of relevance and added value to both systems.

In this closing get-together we invite conference participants to look at themselves and on their field of research and its relation to practice. We will open a space in which you are invited to actively introspect as researchers, as well as inquire into the field and discipline of organizational behavior, around these questions² :

[1] Changes in the Academia Ecosystem and academic career: *what does it mean to have a successful academic career and how much applied research is a part of it?*

(2) *In what ways mutual efforts of researchers and practitioners can enhance creation of innovative actionable knowledge?*

(3) Issues and challenges in relationship between the "real world" and its researchers - *how do we creatively engage researchers, practitioners and managers to implementations that make a difference?*

We will begin with 5 minutes opening presentations by each of the 3 facilitators:

Dr. Ori Landau: Research and Practice – incommensurable epistemologies?

Mrs. Tova Averbuch: About Dialogic Organization Development – are new methodologies in the practice field matched by new methodologies in the research field?

Dr. Yuval Dror: Action Research: why it is so hard to connect research to action?

Based on The World Café' Methodology, these openings will be followed by three rounds of discussion around small tables of four, and a sharing plenary. This methodology is specifically

¹ Incommensurable: Not able to be judged by the same standard; having no common standard of measurement.

² Final version of questions will be modified with a group of participants before the event so that these questions have hart and meaning to the attending people

designed for creativity through cross-pollination, enabling the emergence of renewed patterns of thinking.

Duration: 2 Hours

References:

Czarniawska, B. (1999) *Writing Management – Organization Theory as a Literary Genre*. Oxford University Press, New-York.

Eden D. (2017) Field Experiments in Organizations. *Annual Review of Organizational Psychology and Organizational Behavior*. 4: pp. 91–122.

Stacey, R. D., Griffin, D. and Shaw, P. (2000) *Complexity and Management – Fad or Radical Challenge to Systems Thinking*. Routledge, London.

Weick, K. E. (2011) Reflections: Change Agents as Change Poets – On Reconnecting Flux and Hunches. *Journal of Change Management*, 11:1, pp. 7-20

The World Cafe: Shaping Our Futures Through Conversations That Matter

The World Café methodology is a simple, effective, and flexible format for hosting large group dialogue. World Café can be modified to meet a wide variety of needs. Specifics of context, numbers, purpose, location, and other circumstances are factored into each event's unique invitation, design, and question choice. The basic idea is to have a café-like discussions based on questions planned in advance. Typically there will be three rounds of discussion, in between participants change tables to meet members who are new for them.