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College of Business promotes concepts of innovation and creativity

Under the umbrella of the UAE vision 2021, which focuses on innovative Emiratis building a competitive economy, the College of Business at Al Ain University of Science and Technology, Al Ain Campus, organized a workshop entitled “Innovation and Creative Thinking for Problem Solving”, presented by Mrs. Ahlam Al Najjar, Consultant and Manager of Nour Social Consultancy Center, and it was attended by Dr. Adel Ahmad, Dean of the College of Business, academic staff and students.

Mrs. Al Najjar discussed several aspects on understanding the concept of innovation, how to be aware of the innovation constraints, Learn the characteristics of creators and how to be creative, and using creative thinking to solve problems.

This workshop aimed to enhance students' awareness of the importance of innovation and creativity in solving problems and developing their thinking skills.

[Press Release Link](#)