

**«KROK» UNIVERSITY
KROK BUSINESS SCHOOL
REGULATIONS ON THE
CREATIVITY AND INNOVATION RESEARCH CENTER**

*Translated into English from the official version
and approved by the Rector of «KROK» University on November 21, 2025*

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1. GENERAL PROVISIONS

- 1.1. The Creativity and Innovation Research Center (hereinafter referred to as the Center) is an educational and research association of the employees of KROK Business School without personal assignment or structural definition within KROK Business School.
- 1.2. The full name of the Center is the Creativity and Innovation Research Center.
- 1.3. The full name of the Center in English is Creativity and Innovation Research Center.
- 1.4. The purpose of the Center's activities is to support, develop, and promote a creative culture, innovative activities, and facilitate the implementation of creative ideas into practical activities.
- 1.5. In its activities, the Center is guided by the Constitution of Ukraine, the Law of Ukraine "On Higher Education," other regulatory acts, the Charter of KROK University, the Regulations on KROK Business School, and these Regulations.
- 1.6. To fulfill its functions and tasks, the Center may interact, within its competence, with other structural units of the University, units of KROK Business School, state and local authorities, scientific and educational institutions, individuals, enterprises, institutions, and organizations, regardless of ownership forms.

2. PRINCIPLES AND OBJECTIVES OF THE CENTER'S ACTIVITIES

- 2.1. The main principles of the Center's activities are:
 - Innovation – continuous search for and implementation of new ideas, approaches, technologies, and research methods;
 - Creativity – creating conditions for the development of non-standard thinking and a creative approach to problem-solving;
 - Interdisciplinarity – combining knowledge and practices from various fields to create new concepts and products;
 - Openness to cooperation – partnership with other research centers, institutions, businesses, and the public for joint project implementation;
 - Commitment to sustainable development – ensuring environmental, social, and economic sustainability in the implementation of initiatives and research;
 - Global orientation – focusing on global trends and best practices to enhance the competitiveness of activity results.
- 2.2. The main objectives of the Center's activities are:
 - Promoting the development of creative thinking;
 - Creating innovative solutions;
 - Conducting interdisciplinary research;
 - Popularizing an innovation culture;
 - Assisting startups, businesses, and entrepreneurs in creating and developing innovative projects;
 - Establishing partnerships with scientific, educational, and business structures worldwide for experience and idea exchange;
 - Analyzing and forecasting trends;

- Ensuring PRME principles and Sustainable Development Goals.

3. MAIN DIRECTIONS AND TYPES OF THE CENTER’S ACTIVITIES

3.1. The Center carries out its activities in the following areas:

Educational and research activities:

- Conducting scientific research (analysis of phenomena and processes in the field of creativity, innovation, and their impact on society, economy, and culture);
- Developing research methodologies (creating and improving tools and techniques for studying creativity processes and implementing innovations);
- Organizing lectures, seminars, trainings, and courses for students, teachers, and other interested parties;
- Developing educational programs related to creative thinking, innovation, and entrepreneurship;
- Conducting workshops on design thinking, idea generation, and developing innovation leadership skills;
- Publishing scientific articles, monographs, collections, and reports;
- Organizing scientific conferences, symposiums, and round tables.

Innovation activities:

- Creating a creative environment (conceptual development of conditions for idea exchange, cooperation, and creativity development);
- Popularizing creativity and innovation (organizing events to draw attention to the importance of creativity and innovation in various spheres of life);
- Creating and supporting innovative projects and startups;
- Developing and testing new approaches and technologies to solve current problems;
- Incubating ideas aimed at their further commercialization or social implementation.

Consulting support:

- Providing expert support to organizations, entrepreneurs, and educational institutions in implementing innovations;
- Assisting in developing strategies for innovation implementation;
- Consulting on innovation project management and introducing new business models, as well as studying the impact of innovative practices on the development of organizations and communities;
- Assessing the creative potential of teams or organizations.

Partnership and cooperation:

- Establishing partnerships with international and national organizations and businesses;
- Expanding partnership networks (cooperation with institutions, organizations, and businesses at national and international levels);
- Participating in joint grant programs and projects;
- Creating community networks for knowledge, experience, and idea exchange.

Practical training:

- The Center may serve as a base for pre-graduation internships for master's degree students of KROK Business School educational programs;
- The Center provides internship opportunities for students of other programs if the topic of their qualification work involves research related to creativity, innovation, or their implementation in various fields;
- The Center may accept interns from other scientific and educational institutions interested in conducting research in the fields of creative thinking, innovation development, and entrepreneurship.

4. MANAGEMENT OF THE CENTER AND ITS ORGANIZATIONAL STRUCTURE

- 4.1. The overall management of the Center is carried out by its Head, appointed by the Executive Director of KROK Business School.
- 4.2. The Head of the Center has the following powers:
 - Manages the activities of the Center, develops activity plans, determines priority directions for the Center's development, and ensures their timely implementation;
 - Participates in the implementation of research, educational, analytical, and other projects of the Center;
 - Proposes and agrees with the administration of KROK Business School on relevant directions and topics for annual scientific research;
 - Represents the Center before other organizations and institutions;
 - Creates temporary project groups for conducting specific events and implementing projects;
 - Engages teachers and students in the activities of the Center;
 - Is responsible for preparing the annual report on the Center's activities;
 - Has the right to sign documents related to the Center's activities (except financial documents).
- 4.3. The Center may involve academic staff, invited lecturers, and practitioners in its activities.

5. FINANCIAL AND MATERIAL-TECHNICAL SUPPORT FOR THE CENTER'S ACTIVITIES

- 5.1. The Center operates based on the material and technical resources and infrastructure of the University and KROK Business School.
- 5.2. The Center is financed from the funds of KROK University, as well as funds received from customers of educational and consulting services related to the Center's activities.
- 5.3. Sources of financial support for the Center include: budget financing of projects, national and international grants, contracts for work execution, sponsorship and

charitable contributions, and other revenues not prohibited by the current legislation of Ukraine.

- 5.4. Funds received for financing the Center's projects and programs, as well as for performing various works, are credited to the University's account and used to achieve the Center's goals and objectives, including remuneration for project executors.
- 5.5. Payment for the work and projects of the Center is made after the receipt of targeted funds from the customer, grants, budget financing of projects, sponsorship, and charitable contributions within the allocated funding.

6. FINAL PROVISIONS

- 6.1. These Regulations come into force upon approval by the Rector of the University.
- 6.2. Amendments and/or additions to these Regulations are made by order of the Rector of the University based on the submission of the Executive Director of KROK Business School.
- 6.3. These Regulations remain in effect until they are canceled or replaced by a new version.