

Exploring Humour as a Strategic Tool for Creating Innovative Business



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Are you serious – humour incorporated into business? There is potential in humour, that can be used in business. A playful attitude and atmosphere in general have a positive influence on work engagement. Affiliative, coping and reframing types of humour enhance innovativeness. In contrast, aggressive humour is negatively connected with innovativeness.



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The video discusses the key results of the TEKES-funded project 'Humour as a Strategic Tool for Creating Innovative Business' (HURMOS). The project was carried out in co-operation with the University of Oulu and the Oulu University of Applied Sciences in 2015-2017.

The aim was to explore how humour can be incorporated into business. Among employees inside an organisation, humour offers business potential: affiliative, coping and reframing types of humour as well as telling stories enhance innovativeness at the individual level. In contrast, aggressive humour is negatively connected with innovativeness also when communicating with interest groups outside an organisation. Moreover, a playful attitude and atmosphere in general have a positive influence on work engagement.

The results of the potential and the limits of humour in business concern both internal and external corporate communication; they were explored in such contexts as recruitment advertising, service encounters, business development workshops as well as different forms of branding in social media. According to the studies where humour was used in peer-group mentoring and service design workshops, positive humour seems applicable in such activities.

The video can be used in teaching, business studies and it is an example of the research co-operation between Oulun University of Applied Sciences and Oulu University.

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Metatiedot

Nimeke: Exploring Humour as a Strategic Tool for Creating Innovative Business

Tekijä: Alatalo Sari; Vuorela Taina; Oikarinen Eeva-Liisa; Aro Päivi; Törmänen Miia

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