



Advisors: *Dr Mark Batey*



The University of Manchester
Manchester
Business School

We are delighted to have Dr Mark Batey as our Advisor on all aspects of creativity. He is well qualified to do so being both Joint Chair of The Psychometrics at Work Research Group at Manchester Business School and Research and Development Director at e-metrixx our partner in relation to the psychometrics of creativity. He is very much a world-leading authority on the Psychology of Creativity. In 2009, he was ranked 2nd in the world for published research into creativity and in 2010 appeared with Lord Robert Winston on BBC's Child of Our Time.

Mark's research into the psychology of creativity focuses on understanding the psychological traits that can be used to understand how people approach being creative. He has examined intellectual, personality, motivational and confidence factors implicated in everyday creativity and problem solving and his latest contribution to the psychology of creativity is a comprehensive new model for understanding how creativity can be assessed. His ongoing research projects continue to explore the psychological factors related to everyday creativity, creativity at work and multi-level issues that draw upon theories of the individual, team and organisation.

He is an editor for the International Journal of Creativity and Problem Solving and sits on the Editorial Board for the American Psychological Association Journal of Psychology of Aesthetics, Creativity and Arts (PACA). He is also a reviewer for international journals such as Personality and Individual Differences, Learning and Individual Differences, Psychological Assessment, Intelligence, British Journal of Psychology, Creativity Research Journal and the Journal of Creative Behaviour. He also finds time to run the Psychology of Creativity discussion group on LinkedIn, write a regular blog and lead training workshops, seminars and conferences on creativity.

Mark holds a degree in psychology from the University of York, a Masters in Occupational Psychology from the Institute of Work, Health and Organisation at the University of Nottingham and a PhD from University College London. His PhD involved the psychometric investigation of creativity.