

## **Creative Leadership to Foster Culturally Embedded Innovation and Sustained Local Economic Growth**

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**Abstract:** Creative Leadership has a potential to inspire and nurture teams through positivity. Many literatures have mentioned about its linkage with innovative work culture through collaborative and co-creative learning environment. India's larger government systems majorly is a domain of politics and science has exhibited creative leadership in various fronts. With that foundational work the study focuses on various creative leadership practices that has been observed in Indian TV and OTT industry. How can that be harnessed to create a framework which can be applicable for other sectors to foster innovation. The exploration is based of researcher's long years of experience which is close of 4 decades. This framework can usher light for the future leaders of various larger organization to practice and establish an alternate leadership model which can be more collaborative and humane.

**Keywords:** Creative Leadership, creative industries, Television and Over the Top industry, Innovation, Economic Growth

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