**Individual values ​​and motivation as predictors of creative behaviour and attitudes to innovation: a cross-cultural analysis** (Russian Foundation for Humanities sponsored project, 01.06.2012—01.12.2014)

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The study aims to identify socio-cultural and individual determinants of creativity and attitude towards innovation in cross-cultural perspective.

Research objectives:

* analysis of theoretical approaches to creative behaviour research and attitudes towards innovation in the foreign and national psychology;
* development of methodological tools that would be relevant to the goals and objectives of the study;
* conduction of empirical research in central Russia and the North Caucasus (600 respondents);
* cross-cultural analysis of interrelations between values ​​and creative behaviour; building of MGSEM (Multiple groups structural equation modeling) empirical models of interaction between the studied variables for Central Russia and the North Caucasus.

The results of the study can form the basis for recommendations on the development of creativity and innovation implementation that would take into account cultural and regional specificity.