

THE INTERPLAY BETWEEN LANGUAGE, COGNITION AND CREATIVITY AS A FOUNDATION FOR LEADERSHIP DEVELOPMENT AND INNOVATION MANAGEMENT

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ABSTRACT

The dynamic interplay between language, cognition, and creativity constitutes a crucial foundation for effective leadership development and innovation management. Language functions as a vital cognitive tool enabling leaders to frame complex challenges, shape thought patterns, and stimulate creative problem-solving strategies. Through linguistic framing, and narrative, leaders can communicate in inspiring ways with diverse stakeholders igniting the top companies' competitive advantage and fostering transformative organisational change.

This study applies a conceptual–analytical methodology, synthesising research from cognitive linguistics, organisational psychology, and innovation studies to develop a model highlighting the integral role of communication style in leadership efficacy. The present paper, therefore, contributes to current academic debate by integrating linguistic cognition into innovation management, demonstrating that leadership effectiveness depends not only on strategic competence but on how leaders linguistically construct meaning.

The novelty of the paper lies in this interdisciplinary integration enriching leadership language as a cognitive driver of innovation fostering sustainable, forward-thinking innovation cultures essential for organisational success in today's complex and rapidly evolving business environments. The model offers testable propositions and identifies openings for future empirical research, including experiments and cross-cultural analysis of leadership discourse. Overall, the findings highlight how organisations can use learning-oriented and inclusive language to strengthen innovative thinking and support transformational change.

Keywords: innovative strategies, leadership, cognitive thinking, decision-making, motivational language

INTRODUCTION

Innovation Management (IM) has become a strategic determinant of sustainable organisational success in our globalised and highly competitive markets [1]. However, innovation is not driven solely by technology, data, or financial capital; it is shaped by how people think, interpret information, and communicate ideas. Recent interdisciplinary research emphasises that language functions as a cognitive instrument, influencing thought structure, emotional framing, and creative behaviour [2].

Therefore, leaders play a central role in shaping organisational meaning-making processes. Through linguistic framing, narrative construction, metaphors, and