

Introduction to the Creativity in Teams and Organizations Minitrack

GJ de Vreede, Triparna de Vreede
Information Systems & Decision Sciences Department
University of South Florida
gdevreede@usf.edu, tdevreede@usf.edu

Innovation is a critical force in organizational performance and survival. Changes in technology, globalization, and increased competition have all created an environment in which creativity and innovation are needed in order to cope with situational and economic pressures and frequent changes. Designers and developers of organizational systems must therefore innovate almost continuously to keep the organization aligned with such changes. Creativity is a critical pre-condition for innovation. Generating novel and creative ideas are the key to innovation and growth in every organization today. Providing employees with tools to think creatively has been proven to increase innovation in organizations. Research shows that organizations which have established skill-bases and tools for creativity outperform the competition in terms of revenue, rolling out new products, innovation and growth. Though organizations deploy groups for most creative processes, there has been little research in the area of group creativity. Most creative research is focused on individual factors affecting creativity. Many challenges that arise from pursuing creativity in teams remain unexplored. Consequently, it is important that creativity in teams be given a central place in organizational research.

In retrospect, the topic of creativity has been a constant feature of the HICSS conference from HICSS-28 to HICSS-36 and HICSS-38, and HICSS-42 to HICSS-50. The minitracks on Creativity have been highly successful, attracting a significant number of submissions and participants at the conference. At HICSS-43 and HICSS-49, a paper from the Creativity minitrack was honored as the best paper in the Collaboration Systems and Technologies Track.

The earliest creativity minitracks at HICSS focused on creativity in IS functions and organizations. Many of the paper contributions in these earlier minitracks studied creativity on an individual level. Since HICSS-42, the minitrack also includes research that focuses on creativity at a group and organizational level. In the recent years, even a societal level treatment of creativity has emerged in the form of crowdsourcing as a vehicle to develop creative ideas, products, and services. We expect the topic of creative crowdsourcing to grow in attention in the years to come. In addition, we recently have witnessed a re-emergence of research on creativity technologies, which puts creativity research at the heart of the socio-technical focus of the HICSS conference.