

Determinants on Creativity towards Organizational Innovations: An Exploration on Literature Review

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Creativity and implementation are two identical activities of an innovation process which is determined by different antecedents. Both earlier research and more recent efforts have treated creativity and implementation as indicative of the highlighted concepts. Group characteristics, job requirements, and personnel attributes (Feldman & Lam, 2010) are some important factors in understanding of the contextual and individual factors that shape the innovation in organization. It is said that relationship of creativity and idea implementation, the production of creative ideas is far more prevalent than their conversion into actual innovations (West, 2002). Further, it has revealed that organizational power structures have been affected to the resistance of the creativity (Janssen et al., Kanter, 2004).

A variety of factors have been identified as crucial antecedents to this umbrella concept with climate and culture. Traditional approaches found in literature highlighted the practice of helping people to become more creative in their work environment. But, it ignored the role of the social environment in creativity and innovation. In contemporary approach, it assumes that all humans with general abilities are able to present at least creative work in some domain. Some of the time that social environment can be influenced both level and frequency of creative behavior. This study discusses how organizational and social antecedents could impact on creativity to have proper implementations of decisions and strategy activations as a dynamic organization. A comprehensive literature review has been executed to build an argument on different theories to provide knowledge based discussion and futuristic focus on creativity as a strategic tool to be alert for the modern organizations.

Key Words: Creativity, Innovation, Traditional & Contemporary Approach

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