

Creativity and its Advantages/Disadvantages within Corporate Structure

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Abstract

Corporate organisations are considerably moving towards the implementation of creative practices among various individuals for the sake of innovative and revolutionary ideas. In the context of corporate organisational structure, the process of creativity has been investigated by using numerous dimensions, and it has been associated with a large number of elements and factors. In the present research study, the researcher wants to study the process of creativity in the corporate sectors by implementing a comparison manner, that is by studying the manner among employees, after that in the context of diverse groups, and at the last by investigating the process of creativity among various groups with high skills. It has been observed that the creative climate of the corporate workplaces is encouraging the employees and team groups, either diversified or not, towards the creative thinking patterns that would able to generate new ideas. The formation of new ideas is considered to be valuable and revolutionary for the growth and prosperity of the corporate sector.

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1 Introduction

In the highly competitive marketing era, several organisational sectors are enhancing the ideas for growth, trying to improve the thinking patterns of entire staff members, and bring new revolutionary changes by following the tools of creativity. The efforts of creativity inside the business have a significant worth from the past few years. It has been noticed that each and every organisation is trying to introduce some new creative techniques and tools for employment growth which will ultimately open new and innovative ideas. For instance, there are many retailers in Apple company are believing in innovative creative activities for growth purposes (Bucic & Gudergan, 2004). Therefore, it is essential to study the process or tools of creativity and its advantages or disadvantages within the corporate sector.

1.1 Research Objectives

The present research study has the following research objectives:

- To find out the work that is more creative among employees within their own departments/groups compared to the other departments/groups.
- To find new processes in creating and marketing new products compared to the formed groups among diversified groups.
- To evaluate the performance of group members by a lowest mark by themselves and the other group members are least involved and assimilated into the organisational structure.

1.2 Research Questions

The present research study has the following research questions:

- What is the effect of creativity process among the various employees of the corporate organisation?
- To what extent the diversified groups will be able to display a higher level of inventiveness and creativeness for the corporate organisation?
- How the rate of profitability will be increased by the unique creativeness of various group members?

1.3 Theoretical Background

1.3.1 Organisational Creativity-Corporate Sector

In the context of the corporate sector organisational theory, the process of creativity is the pathway through which the employee, as well as employers, express their hidden feeling regarding to the working place by using some technical tools. Additionally, the implementation of creativity inside the organisation brings revolutionary ideas, develops self-confidence, motivates the entire professional staff, and enhances the skills of employees towards productivity. The implementation of these practices also introduces new thinking patterns for the executive professionals of that particular organisation for development in various directions and dimensions (Sipahi, 2017). Therefore, it is necessary to consider the impact of creativity in the workplace.

Creative thoughts among the employees will bring innovative ideas to the professionals of the organisation. Corporate organisational creativity has three different kinds in various contexts such as creating a new product or thing for revolution, make-up things to form a better version, and describe the prevailing products or commodities for future growth. In the context of growth and foster of new creative thinking patterns, there has to be a growing trend towards the learning and implementation of innovative ideas inside the workplace environment (Parjanen, 2012). It has been seen that many companies have considering new and innovative techniques for the enhancement of innovative ideas among various employees and team members. Therefore, there is said to be a considerable role of creativity in the corporate structure.

1.3.1.1 Factors affecting Corporate Organisational Creativity

There are certain factors that affect organisational creativity. These are defined as follows:

- A motivational, as well as appropriate working and environmental culture, has been set by the leaders so that the employees will be able to give new and valuable ideas in the professional place.
- An attractive leadership style practices have to be followed by the leaders in order to obtain wise ideas from the respective team member.
- The corporate sectors have to introduce some informal sessions so that the leaders are able to communicate with their team members for innovative and valuable ideas.

- It has to be encouraged by the corporate sector to introduce the idea of diversification. In a diversified corporate organisation, employees from various backgrounds have their own thinking patterns and skills that would ultimately bring cherished ideas.

1.3.2 Employee Development by Creativity

The universal strategical tool that has been proved as the continued growth of any organisation either corporate or government is the development and enhancement of employment in the form of teams. It has been observed that employees will find their work more creative within their departments/groups compared to the other departments/groups (Stanica & Peydro, 2016). Therefore, despite the diminishing of several challenges, the process of creativity is being adapted by the various corporate business structures.

1.3.3 Evaluation of Creativity between Team

In an organisation, the creativity that has been produced by blending the elements of various expertise, the skills towards the development of multiple sectors, and the smooth communication skills resultant make a creative team. The difference among the various individual or employees of the team is responsible for introducing innovation and revolutionary ideas (Noe & Kodwani, 2018). Hence, the creative teams in order to solve the problems or issues have certain worth in the research and development department of every corporate sector so that the professionals of the organisation get in touch with the innovation and unique ideas.

A creative team is said to be effective when the various team members are provided with numerous and multiple diversified concepts. In contrast with this, creative ideas regarding to technical innovation are becoming on-trend with the passage of time. On the other hand, the growth and enhancement in the size of team members that are the new individual will come with the different mindset, bring the new ideas regarding to the innovation of the corporate organisation (Bruns, 2011). Hence, it has to be considered that diverse groups display a higher level of inventiveness, as well as they are more creative in finding new processes.

1.4 Research Hypothesis

The significant research hypotheses of the existing dissertation are as follow:

- Hypothesis 1: Employees will find their work more creative within their own departments/groups compared to the other departments/groups.

- Hypothesis 2: Employees will find work done by other departments/groups as less creative compare to their own work.
- Hypothesis 3: Diverse groups will display a higher level of inventiveness compared to already existing, formed groups.
- Hypothesis 4: Diverse groups will be more creative in finding new processes in creating and marketing new products compared to the formed groups.
- Hypothesis 5: Groups within the normative conditions should reach better results than groups within the progressive conditions.
- Hypothesis 6: Groups with the highest creativity evaluation will raise the highest profits on their created projects compared with the less creative groups.
- Hypothesis 7: Group members are evaluated by the lowest mark by themselves and the other group members are least involved and assimilated into the organisational structure.

1.5 Research Gap

The investigation of literature that is after reading research papers, the researcher got the idea to conduct future research on the creativity and its advantages/disadvantages within the corporate structure.

1.6 Research Reflection

As the existing literature does not define the advantages and disadvantages of the process of creativity in the corporate sector by using the primary data collection method, so it will cause some hurdles in order to conduct the study.

2 Methodology and Analyses

The section of methodology will define the appropriate methods and techniques which will be suitable for the analysis purposes according to the research questions and hypothesis. The significant methodological and analysis points are catered as follow:

2.1 Research Philosophy

In general, there are four types of research philosophies, but according to the present dissertation, the theory of positivism will be applied (Goldkuhl, 2019). The positivism research philosophy will be applied when the data will be collected by using primary sources.

2.1.1 Positivism and Interpretivism

In the current dissertation, according to the research hypothesis, the data is based on the positivism research approach. According to the framework of the present research study, the positivism approach will be used as primary data will be collected for further analysis purposes. The questionnaire will be used based on structured questions that are consisted of five points Likert scale without any personal interest of the researcher (Wahyuni, 2012).

2.2 Research Approach

In the section of the research approach, the deductive research approach will be applied as quantitative data will be gathered by using a questionnaire as a statistical tool (Soiferman, 2010).

2.3 Research Strategy

In the existing study, the researcher will define the step-by-step framework in order to reach a conclusion. The aim of the researcher is to find out the effect of creativity process in context of diversification among the various employees of the corporate organisation. Additionally, to what extend the diversified groups will able to display a higher level of inventiveness and creativeness for the corporate organisation. Moreover, how the rate of profitability will be increased by the unique creativeness of various group members? Therefore, the defined strategy in the study will be according to the primary research analysis.

2.4 Research Design

There are two main branches of research design one is the data collection method, and the second one is data analysis techniques (Parylo, 2012). In the case of an existing dissertation, the researcher will collect the data from primary sources and will apply descriptive as well as t-test ANOVA to test the research hypotheses.

2.5 Types of Research

There are three main types of research named descriptive, exploratory, and explanatory (Akhtar, 2016). As the researcher wants to determine the facts and figures based on primary data sources so, exploratory research is considered to be applied in the present case.

2.6 Data Collection Methods

The existing section will define the selected data collection methods according to the research questions and already generated hypotheses. In statistics, there are generally two types

of data collection methods, one is primary and the other one is the secondary source. According to the nature of the present research study, the researcher will collect the primary data by using a structured questionnaire.

2.6.1 Primary Data Collection by using Quantitative Approach

The collection of data in the form of quantity, that is in numeric or facts and figures by using primary sources will be applied in the present research. Additionally, according to the aim of the research, the most suitable approach is quantitative which would be applied for analysis, interpretation, discussion, and fruitful conclusion purposes.

2.6.1.1 Types of Sampling Techniques

Generally in statistics, there are two types of sampling techniques, one is probability and the second one is non-probability. In the probability sampling technique, there is said to be an equal chance of selection of individuals in the sample as well as an equal chance of selection of samples. On the other hand, in the case of non-probability sampling, the favorable choice has been kept in mind by the researcher. In this research, convenient sampling will be used for primary data collection.

2.6.1.2 Targeted Population

As the topic of the research has been indicated, the targeted population will be the employees of any corporate sector.

2.7 Limitation of Study

Almost all research studies have some limitations. Some following limitations have occurred in the present research study:

- In the existing study, the researcher used primary data analysis according to the dimension of research hypotheses.
- It is because of the limited time span, the researcher might be selected small data for analysis purposes.

2.8 Ethical Consideration

While conducting the research, the researcher has to follow some ethical considerations. The significant one in the context of primary data collection is that the data will be collected by interested participants. Additionally, the data will be collected in an unbiased manner that is the researcher will not show any kind of personal interest while recording the data.

3 Conclusion

It is an essential practice for all corporate professionals to follow the steps that bring innovative creative ideas inside the organisation. It is the foremost step of the corporate organisation to encourage all the employees as well as their ideas without any hesitation and any evaluation. Many corporate sectors are adding the element of creative thinking as an essential part of their workplace culture, which is to attract professional employees for valuable innovation and greetings their new ideas. The more support and encouragement from the executives, the higher will be the morale of the employees that increase productivity. Hence, employees will find their work more creative within the company by motivating them towards the thinking of creative and innovative ideas.

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