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.

This year we accepted four papers for inclusion in the conference proceedings.

The first paper, “Opening the Mind: Designing 3D Virtual Environments to Enhance Team Creativity”, by Minas, Dennis, and Massey examines the role of priming for openness in 3D collaboration environments, such as virtual worlds. Their results suggest that virtual teams generate more ideas of greater creativity when they brainstorm in an environment that is specifically designed to prime openness.

The second paper, “Semi-Automated Questions as a Cognitive Stimulus in Idea Generation”, by Siemon, Rarog, and Robra-Bassantz, investigates how a creativity support system can enhance creative ideation. The system generates external stimuli in the form of task-related questions. Their findings suggest that individuals, who are exposed to semi-automated questions, produce better and more versatile ideas than individuals that are not exposed to the semi-automated questions.

The third paper, “A Study on the Acceptance of Computer-Supported Morphological Analysis”, by Gamper, Zec, Langer, and Butz, examines whether software-supported versions of creativity methods outperform paper-based versions. Their findings suggest that software support was largely preferred over paper versions due to the more rigid structure and anonymity of the software-based versions.

The final paper, “How Not to Select Ideas for Innovations: A Critique of the Scoring Method”, by Horton, Goers, and Knoll explores how to overcome the drawbacks of the scoring method to select creative ideas. They suggest the lexicographic approach as a superior method for idea selection, mitigating the disadvantages of the scoring method.