Creativity in Information Systems

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With the innovation rate in most markets increasing, an organization’s ability to sustain creativity in its products, processes and members becomes a significant competitive challenge. Because information technology (IT) has often been considered an “innovation enabler”, many organizations are now looking for IT to support their creativity needs more directly. Accordingly, the Creativity in Information Systems Minitrack is interested in exploring when and how creativity can be sustained or enhanced by IT.

Moreover, because creative systems are thought to come from creative people, this Minitrack is also interested in exploring ways to support the creativity of IT personnel. Not only are they continually seeking new ways to enhance system acceptance, productivity, and satisfaction, but IT personnel are also becoming increasingly interested in developing systems to enhance users’ creativity. Hence, understanding which tools and techniques best support creativity can be useful for application development.

While there are only two papers for this year’s session, both are excellent. First, Santanen, Briggs, and de Vreede test their Cognitive Network Model of Creativity. The model depicts basic cognitive mechanisms thought to produce creative thinking in individuals. The authors test the model using a comprehensive experiment that provides some very interesting insights into creative thinking. Lively discussion about the model and their results are expected. Second, Mendonca, Berroggi, and Wallace investigate improvisation as a way multidirectional and opportunistic means of improving practical problem solving. They discuss a field experiment performed with personnel from the Port of Rotterdam in The Netherlands. The decision-making approach and experimental findings are quite interesting and informative. We hope that you will attend, learn from, and enjoy this year’s Creativity in Information Systems Minitrack.