

A NEW IMPERATIVE OF RELATIONSHIP BETWEEN INDIVIDUAL CREATIVITY AND ORGANISATIONAL INNOVATION: A SYSTEMATIC REVIEW

(Imperatif Baharu Hubungan antara Kreativiti Individu dan Inovasi Organisasi:
Suatu Ulasan Sistematik)

SAHARAH SAPIYI, NUR RIZA MOHD SURADI* & ZAINOL MUSTAFA

ABSTRACT

Innovation is imperative for competitiveness and works as a critical breakthrough determinant for organisations' sustainable performance, while creativity functions as a catalyst for innovation processes or activities. One of the reasons for inadequate innovation is the lack of attention to creativity. Scholars have recently given a lot of attention to creativity by targeting individuals or employees but minimal systematic reviews were carried out on the correlation between organisational innovation and individual creativity. Hence, this article analysed the existing literature on the relationship between individual creativity and organisational innovation. We employed the PRISMA Statement (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) method of review, a methodical review of the Web of Science and Scopus repository and recognised 29 related studies. A more in-depth reviews of these articles produced five key themes and six sub-themes. We highlighted specific suggestions for attending more studies on qualitative methods and exploring more untapped determinants, moderating and mediating factors of individual creativity towards organisational innovation.

Keywords: systematic review; individual creativity; organisational innovation

ABSTRAK

Inovasi amat penting untuk daya saing dan ianya berfungsi secara kritikalnya sebagai penentu kejayaan kelestarian prestasi organisasi, manakala kreativiti berfungsi sebagai pemangkin proses atau aktiviti organisasi. Salah satu sebab inovasi tidak mencukupi adalah kerana kurangnya perhatian diberi kepada kreativiti. Penyelidik pada masa ini memberikan banyak perhatian kepada kreativiti dengan menyasarkan individu atau pekerja, namun ulasan berbentuk sistematik amat minima dijalankan ke atas kolerasi antara kreativiti individu dengan inovasi organisasi. Oleh itu, artikel ini menganalisis literatur sedia ada berkaitan hubungan antara kreativiti individu dengan inovasi organisasi. Kami menggunakan kaedah penyataan PRISMA (Item Pelaporan Pilihan untuk Ulasan Sistematik dan Meta-Analisis) dan membuat tinjauan sistematik ke atas repositori *Web of Science* dan *Scopus*, seterusnya mengenal pasti 29 kajian berkaitan. Semakan yang lebih mendalam ke atas artikel-artikel ini menghasilkan lima tema utama dan enam sub-tema. Kami mencadangkan agar kajian selanjutnya menggunakan kaedah kualitatif di samping penerokaan faktor-faktor penentu, moderator dan pengantara kreativiti individu terhadap inovasi organisasi.

Kata kunci: ulasan sistematik; kreativiti individu; inovasi organisasi

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Saharah Sapiyi, Nur Riza Mohd Suradi & Zainol Mustafa

*Department of Mathematical Sciences
Faculty of Science and Technology
Universiti Kebangsaan Malaysia
43600 UKM Bangi
Selangor DE, MALAYSIA
E-mail: nrms@ukm.edu.my**

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*Corresponding author