

Chapter 2

Enhancing Employee Creativity and Innovation Skills

Ghiyam Suliman Al Saaidi

 <https://orcid.org/0009-0005-8304-7027>

Muscat College, Oman

Hoda Nejad

Muscat College, Oman

Salim Bakhit Al Daraai

 <https://orcid.org/0000-0003-4136-2940>

Muscat College, Oman

ABSTRACT

This book chapter aims to explore the role of talent management in enhancing employee creativity and innovation skills. It will cover various aspects, including key factors, development strategies, leadership styles, and barriers to creativity and innovation. As noted by Lee and Legood (2018), creativity arises through the processes of rearranging, exploring, and reflecting. This creative thinking then translates into innovation, making it the starting point for new achievements. Understanding the relationship between these two concepts is crucial: creativity paves the way for innovation to follow. Sidelkivska (2023) emphasizes that “creativity involves generating new and useful ideas, while innovation is about applying those ideas through new processes, products, or procedures that drive organizational progress.” These dynamics significantly impact organizations and employees. The first section will discuss key factors contributing to employee creativity and innovation, focusing on cognitive abilities and personality traits.

DOI: 10.4018/979-8-3373-0015-3.ch002

INTRODUCTION

In an era of rapid technological advancements and global competition, organizations must continuously innovate to maintain their competitive edge. Employee creativity and innovation skills are fundamental to achieving this goal, enabling businesses to adapt to changing market demands, develop new products and services, and improve operational efficiency. Creativity serves as the foundation for innovation, as it involves generating novel and valuable ideas, while innovation focuses on implementing these ideas into practical applications that drive organizational success.

This chapter explores the critical factors influencing employee creativity and innovation, emphasizing the role of leadership, organizational culture, and strategic development initiatives. Key areas of discussion include cognitive abilities, personality traits, leadership styles, and environmental factors that impact employees' ability to think creatively and develop innovative solutions. Additionally, the study examines effective strategies such as continuous education, open communication, collaboration, and risk advocacy, which play a vital role in fostering a workplace environment that encourages innovation.

Leadership styles significantly shape the creative capabilities of employees. Transformational leadership has been recognized as a key enabler of innovation, inspiring employees to think beyond conventional solutions and take risks in problem-solving. Conversely, autocratic leadership can hinder creativity by imposing rigid decision-making structures and discouraging employee autonomy. Servant leadership, which prioritizes employee growth and empowerment, also emerges as a valuable approach to nurturing innovation-friendly workplaces.

Furthermore, this chapter discusses the challenges and barriers that organizations face in cultivating creativity among employees, including resistance to change, fear of failure, and lack of resources. By understanding these barriers and implementing effective strategies, organizations can create a culture that supports continuous learning, experimentation, and adaptability.

The purpose of this study is to provide a comprehensive understanding of how organizations can enhance employee creativity and innovation through effective talent management, leadership practices, and strategic initiatives. By fostering a culture of innovation, organizations can maximize employee potential, drive sustainable growth, and achieve long-term success in an increasingly complex and competitive business landscape.

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/enhancing-employee-creativity-and-innovation-skills/384874

Related Content

Negotiating Virtual Identity in an Age of Globalization

Neil P. Baird (2008). *Handbook of Research on Virtual Workplaces and the New Nature of Business Practices* (pp. 632-640).

www.irma-international.org/chapter/negotiating-virtual-identity-age-globalization/21929

Investigating Temporal Structure Usage in Individual Time Management Practices: Two In-Depth Field Interviews

Dezhi Wu (2012). *Human Resources Management: Concepts, Methodologies, Tools, and Applications* (pp. 329-341).

www.irma-international.org/chapter/investigating-temporal-structure-usage-individual/67162

Leadership Convergence and Divergence in the Era of Globalization

Shinhee Jeong, Doo Hun Lim and Sunyoung Park (2017). *Handbook of Research on Human Resources Strategies for the New Millennial Workforce* (pp. 286-309).

www.irma-international.org/chapter/leadership-convergence-and-divergence-in-the-era-of-globalization/171748

Employee Self-Service HR Portal Case Study: Access, Content, & Application

Andrew Stein and Paul Hawking (2005). *e-Human Resources Management: Managing Knowledge People* (pp. 101-121).

www.irma-international.org/chapter/employee-self-service-portal-case/9056

Organizational Change and Development: The Case for Evidence-Based Practice

Robert G. Hamlin (2019). *Evidence-Based Initiatives for Organizational Change and Development* (pp. 1-29).

www.irma-international.org/chapter/organizational-change-and-development/225145