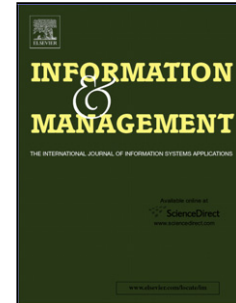


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A Comprehensive Framework of Information System Design to Provide Organizational Creativity Support

Abstract: This research is motivated by two considerations: (1) organizational creativity is a component that enhances the ability of organizations to retain their competitive advantage and (2) too little research has been conducted worldwide that focuses on the design of information systems to provide organizational creativity support. This research proposes a comprehensive and conceptual framework for the design of organizational creativity support systems. To address the objective of this study, two theories, the resource-based view and a multiagent approach, are used to build the model proposed. The customer opinions from websites concerning a consumer electronics product are used to validate such a system. The theoretical contributions, practical implications, and future directions of the study are presented and discussed.

Keywords: organizational creativity; design of organizational creativity support system; Resource-based View, intelligent agents

Highlights

- A design of information system to support organizational creativity is proposed.
- RBV and a multiagent approach are used to achieve the research objective.
- An architecture of organizational creativity support system is proposed.
- Organizational creativity support system is built and tested.
- Four groups of intelligent agents are used in organizational creativity support system.

1. Introduction

Organizational creativity is considered one of the most actively developing research areas. It is asserted that it is a main vehicle of organizational development, the basis for staying on the market and innovative success [1,2,3,4]. Organizations face the need to constantly generate new and useful ideas that concern products, services, processes, managerial practices, and competitive strategies. They are required to have a strategic organization's capability, meaning adapting to changing environmental conditions through continuous acquisition of new information resources and the creation of new

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