

FOSTERING CREATIVITY AT THE WORKPLACE

A study¹ recently conducted by SMU researchers has shown that the environment in which one grew up in may influence the amount of creativity he/she displays at the workplace. Managers and parents alike can intervene to enhance the individuals' creativity. [Read more here.](#)

¹ The study was conducted by SMU PhD in Business candidate **Hye Jung Eun**, in collaboration with SMU Associate Professors of Organisational Behaviour & Human Resources **Marko Pitesa** and **Roy Chua**. The researchers studied 440 working professionals (from 72 teams across various industries) in India. Each team member's creativity score was derived based on the ratings from team members and leaders.



Individuals tend to be:

- More creative at workplaces
- Promoted and receive salary increments

HIGH CHILDHOOD SES versus LOW CHILDHOOD SES



Individuals tend to display:

- Lower creativity performance
- Slower career progression

Individuals with lower childhood SES tend to have a lower level of openness to new ideas. Their perceived negative identity can interfere with their cognitive abilities to process and reap the benefits from social interactions that would help to enhance their creativity.



WHY IS THIS SO ?

HOW CAN INDIVIDUALS' CREATIVITY BE ENHANCED?

AT THE WORKPLACE

Employers can build organisational identification among employees so that they are comfortable interacting with others who are different.



AT HOME

Parents can help their children to develop the habit of socialising with a wide range of people from young.

