

The Future Role of Team Creativity and Individual Effectiveness in Innovation Management and Leadership

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Abstract: The study offers an examination of both personal and professional attributes that aid in the creation of the best methods for resolving work-related issues. It also outlines leadership tactics that are based on inspiring employees to act and think outside the box while also considering the team's overall creative output. The inventions and character traits of persons who develop them and provide methods for putting them into practice affect the success of contemporary communities. Innovations originate within individuals rather than in businesses and corporations. The pursuit of methods to enhance management is highly pertinent. The foundation of the operations of businesses aiming for success in a rapidly evolving business environment is creativity and innovation. Certain prerequisites must be met for innovative activity: a well-thought-out plan for the entire company, a welcoming environment, driven staff, and capable management. There are established methods for overseeing an organization's creative growth. A growth in customer demand, a rise in product quality, intense competition, and the organization's general sustainability are all influenced by the relationship between a successful strategy and workers' inventiveness. Techniques for implementing projects include theoretical (systematization, idealization, modeling) and practical observation, comparison). Businesses are said to need to be very determined, risk-taking, broad-minded, and imaginative in order to engage in innovative activities. Popular initiatives rely on the creative ideas of all the experts working on them to be implemented successfully. Innovative solution implementation techniques are organized. The prerequisites for cultivating creative thinking and inspiring inventive staff members are outlined.

1 INTRODUCTION

The twenty-first century is a period of constant invention and transformation. These days, stability is more likely to surprise than innovation. Furthermore, the new is invariably linked to advancement and forward motion (N. F. Al Mass, et.al., 2024). A single or group of people's actions are what cause any changes. However, the leader's and his team's actions carry out the overall plan for the organization's growth and are contingent upon the circumstances that give rise to innovative and promising ideas. The necessity of innovation was part of the general strategy and the corporate creed of prosperous Indian enterprises. The emphasis on quality, the price-quality ratio, and the rejection of phony super profits are examples of "market values" that have historically taken center stage (H. Liu, et.al., 2024). Qualitatively novel products and services that satisfy customer demands were examples of innovations. The mechanism behind

these advancements indicates that the company's overall market effect was influenced by consumer demand. However, competition is the foundation of success. Predicting market movements, being prepared for modifications to current management structures, and inspiring innovative staff members who contribute to the creation of new innovations are all critical. Studies conducted by psychologists revealed that most persons possess the traits required to carry out creative endeavors (S. Aziz and N. A. Rahim, 2023). The challenge lies in how to "translate the potential into the actual." External social factors have the power to either foster or stifle innovation, "kill it in the bud." Innovation-birthing reefs are both psychological (the urge for inventive activity and the environment for its realization) and economic (material base). One important factor is the fear of changes, such as the typical stereotype of human life. Potential innovators must exercise prudence because this dread instills anxieties and

discourages daring, proactive acts. It has been determined that the individual themselves is the psychological obstacle to introducing something novel. As a result, inventions originate within each of us and are realized or not under the circumstances that life presents. They are not formed in businesses and corporations.

2 RELATED WORK

In order to successfully apply innovation, one must be able to recognize its position and importance in the production process as a whole. Innovation can transform a condition that no longer meets the needs of the present. These days, technology has a significant influence on an organization's strategy, which is ineffective without a commensurate change in organizational and production structures. Here, the organization's selected innovation approach and the interdependence of subsequent structural changes are crucial factors. Organization of innovation activities is based on inevitable managerial changes. The total level of innovation has increased as a result of these improvements, both in respect to its prior level and to competitors (Sharma, et.al., 2024). Any company that wants to take its operations in a different direction must alter its labor and management structure and establish a new division that modifies the management model to take innovations into consideration. Selecting the best management style and approach for a given situation is a crucial step in planning innovative initiatives. There isn't a single, all-encompassing organizational structure that works well for implementing innovative activities. The following are some of the factors that influence the choice of an effective organizational model preparedness for drastic changes long-term technological strategy of the organization favorable environmental conditions for the emergence of innovative ideas and availability of a material base for their implementation ability to respond to changes in the external environment state of communications organizational climate as a guarantee of a healthy working setting. The following are the new organizational models of innovation management creation of a departmental organization that addresses every facet of innovative activity (Zhang and S. Li, 2022). The range of capabilities for each department is defined; the level of accountability within the organization's structure and with regard to partners is established; and the amount of work within innovative departments is distributed. At the same time, it's critical to remember the company's activity profile when organizing an

innovation activity (G. He and Y. Song, 2022). The following are differentiated based on the organizational foundation of innovation management organizations with specialized structures organizations with mixed structures and a distinct service that interacts with all departments due to its authority and competency organizations where traditional departments handle innovation management (R. S. Ali, et.al., 2023).

3 PROPOSED METHODOLOGY

The level of contact between all of the company's production units determines how well innovation management works (L. Gao, et.al., 2012). The overall inventive impact of the activity is determined by increasing the level of engagement from each of them. In big businesses with their own production and scientific foundation, the third type of innovation management structure is the most logical and effective (S. Menon, et.al., 2023). The use of "innovative" structures, the division of projected development services, the use of strategic market structures, and the creation of horizontal management are thought to be the most successful models of innovation management. The selection of the best solution determines how innovation management is organized (K. K. Ramachandran, et.al., 2024). A collection of intra-organizational units; unique sectors for the development of new goods; and industrial units that permit the fusion of routine and inventive processes are the three categories into which innovation development is separated in real-world practice. Techniques for putting innovations into practice. The world is changing for objective reasons, many of which are beyond our control: climate change, population growth and its corresponding demands, the need for communication and movement (migration), and the need to extend and enhance life expectancy. Any organization cannot function well over the long run in the ever-changing socioeconomic landscape without making creative adjustments (N. Govil, et.al., 2023). If external (natural) circumstances necessitate such adjustments, the organization will cease to exist if they are ignored. Techniques for putting innovations into practice. Finding solutions to enhance management that take into account social dynamics is a pressing issue in the modern world (K. Chandar, et.al., 2024). The challenge of developing new and upgrading current management structures as well as planning innovations is brought on by the growing role of inventive activity in the management process (Ali Rastgar, et.al., 2024). Knowledge of

progressive development management theory and methodology, as well as its creative application and enrichment, is the methodological foundation of management (De Silva,et.al.,2024).Scientific study offers a variety of strategies and a categorization of techniques for putting creative solutions into practice.These are the most pertinent ones models of problem-solving procedures and models of altering the management system are the most important models for overseeing an organization's growth (S. Vella and S. Shariah, 2024).

4 RESULT AND ANALYSIS

The original problem scenario was the main focus of the decision-making process. These issues are

categorized according to the following criteria the domains they pertain to (technical, economic, and organizational) the type of impact they have on the organizational system (strategic, operational, and current)the degree of uniqueness standard and non-standard the degree of clarity of the structure including whether it is well or poorly described; the degree of feasibility of a solution, such as algorithmically solvable and not intractable (P. Pandey,et.al.,2024).The steps listed in constitute a universal framework for putting innovations into practice universal mechanism for applying innovations stage content organizing innovations unfreezing creative breakthroughs.Performing creative work freezing innovations that have been put into practice.

Table 1: Leadership organization.

Innovation		
S. No	Employee	Training
1	The many approaches to putting creative changes into effect the coerced approach an inflexible and compelled implementation It entails implementing ideas quickly. Its advantage is how quickly innovative modifications may occur. The drawback is that the parties concerned have shown strong opposition to implementing innovation. The method of adaptation.	A progressive rollout of innovations Its use is contingent upon the lack of urgency in achieving an objective. This approach has the benefit of little resistance to innovations; on the other hand, the result's potential is delayed. The approach to crisis management relevant in situations where the organization's survival is in jeopardy, innovations are seen as a means of resolving a particular issue.
2	The weak resistance is a benefit time constraints and failure risk are disadvantages. The strategy for managing resistance. A sophisticated fusion of the adaptation method and the coercive method. It is employed when advances must be implemented immediately. The flexibility to adjust to a particular circumstance is a benefit; the intricacy of use is a drawback. The process of implementing innovations partially comparable to the adaptive approach the application of creative elements in certain departments, sections, and divisions	The process of implementing innovations in parallel the concurrent use of innovations and the earlier methods of work and technology. It can select the best solution for the work style using this way. Infrastructure, innovation scale, and specialist training and retraining are all critical to the successful adoption of innovations. However, the organization's overall lack of readiness for significant changes and a lack of the required material resources are linked to the challenges of implementing innovations.
3	Employee opposition is a unique obstacle to innovation. Opposition to innovations. There are two primary categories of explanations for opposition to innovations: Economic and financial fears of unemployment fears of losing social standing fears of innovations, changes in the demands and circumstances of labor, and loss of money. One economic element impeding innovation to preserve stability, even if such stability is only apparent, is the threat of unemployment	. For psychological and personal reasons. The employee learns that his or her experience, which has been gathered over many years of arduous effort, is no longer worth as much because of inventive advancements. At work, the situation gets unclear. This is the reason why workers over 50 are not excited about new ideas. The socio-psychological basis of resistance to innovations is confirmed by the fact that skepticism about innovations is more prevalent in countries with usually low levels of economic development, while it can equally exist in those with high levels

5 RESULTS & DISCUSSION

The function and demand for an organization's operations in the social and professional spheres, as well as the new demands of society, are reflected in innovative organizational transformations. The Table 1 offering employees a clear image of the innovations, the steps involved, the anticipated outcome, details regarding staff placement, and pay is crucial to preventing resistance to creative improvements. Official management representatives and unofficial leaders should encourage innovation. Innovations can only be successfully adopted in a favorable socio psychological environment. Implementing innovations makes the organization's unseen processes more visible and intensifies both the team's positive and negative aspects of life. Innovations have the potential to exacerbate tensions both horizontally and vertically and damage team relationships. In the context of innovations, the manager is fully accountable for the outcomes and challenges of innovations and is seen as an impersonal administrator enforcing his will. There is an increase in criticism directed at the manager and the overall circumstance. Individual efficacy in invention. The quest for novel qualitative changes is one way that innovativeness shows up. This personal quality is fundamental to the process of coming up with and putting into practice new ideas, for both team members and leaders. It stimulates the person's capacity for original thought. The capacity to come up with concepts that will serve as the foundation for breakthroughs is one way that creativity shows up. Innovativeness is defined as the capacity to manage novel situations and apply imaginative concepts, necessitating the proficiency and output of the individual at every stage. Not all people who are very creative are also highly innovative. It is challenging for creative thinkers to put other people's original ideas into practice. When coming up with fresh ideas, an organizer-innovator could not be creative. Therefore, someone who is creative is not always inventive, and vice versa. An effective organizer-innovator can understand novel, unconventional concepts with ease. It is his or her responsibility to effectively oversee a creative team member's winning concept and see it through to completion.

6 INNOVATION CLASSIFICATION

Innovation in the senses the need to relish the sense of danger, consciousness of the situation's importance, and unconventional behavior Innovation in cognition The need to learn new things, satiate curiosity, look for patterns in everyday objects, and comprehend intricate but underdeveloped scientific fields natural inventiveness appears in daily life, during work, and during active leisure.

Acknowledged innovation In particular acts based on the circumstances and individual preference. Personality categories based on the notion of diffusion of innovations' degree of efficiency in invention processes. They were ahead of the curve. The type of inventor who anticipates something novel, interprets it as meaningful, and is willing to take chances. Adapting to the times. those who can engage with advances yet are not risk-takers. Those who arrive late those who came to the last-minute realization that changes were necessary. Since the "human factor" affects how quickly new ideas spread, the theory of innovation diffusion.

The ability and potential of an organization to develop and foster innovations is known as organizational innovativeness. If the organization adopts conservative stances, such potential might never materialize. Numerous elements influence organizational innovativeness, including the existence of a creative leader, the individual traits of experts, company values, and the team's psychological environment.

7 INNOVATION AND LEADERSHIP

An organization's innovative actions are greatly influenced by the leadership phenomenon, which also determines the dynamics and direction of the team's efforts to solve work-related issues. When it comes to innovative actions, there are two kinds of leadership. These come in two varieties: transformational and transactional. The majority of firms employ the old, classic transactional style of leadership. The manager who serves as the team's leader provides clear instructions on what and how to do, supports or reprimands subordinates, and enforces rules from above. Work is still organized in the same way, and employees carry out their duties as they have in the past. Innovative development is sparked by transformational leadership. The leader motivates

staff to accomplish new goals and transforms the organizational environment. Workers are influenced by the leader's example and their perception of the boundaries of potential change. In addition, the leader's charm is also quite significant.

A leader needs to be driven, enthusiastic, and show examples of intellectual innovation. It is the responsibility of the leader to identify innovative workers, foster the ideal environments for their professional and personal growth, and offer tangible rewards for their efforts. The team's elite should be composed of regular innovators. The main goal of a leader is to make positive progress along the route of inventive development. There are numerous leadership and management techniques that support an organization's innovation and creativity. The following tactics are acknowledged as the most effective. Promoting variety, diverse viewpoints generate innovative concepts. Leaders need to foster an environment where everyone's viewpoint matters. Offering materials for innovation and idea generation to be successful, resources including time, money, and technology are required. By assembling creative teams, setting up creative labs, and offering training to enhance staff members' inventive skills, leaders foster creativity and innovation. Acknowledging the benefits of innovation.

Team members' innovative contributions should be rewarded and acknowledged by managers and leaders, who should also highlight their accomplishments to inspire them to work more. The organization's ideals and objectives should be reflected in rewards and recognition. Workplace example for the team as a whole, leaders must be willing to take chances, set an example of desired conduct, and view setbacks as opportunities for improvement. A creative approach of thinking. Practical action always comes after thought. Innovative thinking generates novel, unconventional, and non-existing concepts. It's a creative process of coming up with concepts and looking for fresh ways to tackle issues that need answers.

The ability to integrate intelligence and social skills in a unique way to extract the precise information that will lead to the desired solution from the information field is the foundation of innovative thinking (N. Govil, et.al., 2023). If a business's team is led by a leader who thinks creatively and has proactive, creative people, then the organization is on an innovative path. The following characteristics are implied by an innovative way of thinking: developed critical thinking, innate curiosity, originality, sociability, willingness to share ideas, respect for others' viewpoints, a healthy attitude toward criticism,

determination and willpower, observation, ability to conduct thorough analysis, individuality, a unique perspective on commonplace phenomena.

Innovative thinking enables you to generate the best ideas that can outperform all earlier and implemented ones. Identify original solutions in the social, professional, and personal domains. Engage others (friends, family, and coworkers) in your field of endeavor. Raise your level of competence by continuously learning new things and observing and analyzing innovations. Value teamwork and combine the efforts of many into one big one.

These days, the capacity to think creatively is highly valued in the job market. The creative process holds a significant position in innovative thought. The foundation of innovation is creativity integrated into work procedures. The development of flexibility in thinking, the invention of new ideas, the pursuit of new solutions, and enhanced teamwork are all greatly aided by specific activities designed to foster creative abilities and inventive thinking. Like brilliance in any industry, the capacity for innovation is frequently inherited. However, one may cultivate the ability to think creatively.

By using a certain algorithm, one can cultivate creative and imaginative thinking. Prepare, gather the relevant data regarding the issue, and create a number of potential solutions. After taking into account the apparent solution, come up with additional, less time-consuming, but more effective solutions. Compile a list of the best concepts. Compile the ideas into a separate list. Test the outcome to see if anything can be altered. Through a variety of exercises utilizing specific strategies, people of all ages can cultivate their capacity for innovative thinking. The online tool "TRIZ in Practice" is one of these methods. It has the greatest algorithms for resolving creative issues in all aspects of life.

The Table 2 develops your creative skills and learns how to use innovative algorithms to tackle problems that call for intricate and unconventional solutions using this program. Start with the basics if you want to understand how to develop and apply innovations in your life. Take in a range of information and gather inspiration anywhere. In various social media platforms or blogs.

Table 2: Creative skill Management.

Innovation		
S. No	Team	Leadership
1	Modify the way you absorb content by utilizing several media formats, such as text, audio, video, e-books, and infographics. Pay attention to the market trends that are now and will emerge in the future. Stay abreast of fashion trends, comprehend the workings of the field you are interested in, and identify the sources of advances	Try everything you've never tried before and create something new every day. Think and act creatively, alter your working approach, and take your job into consideration from several angles; defy convention and standard operating procedures; be fearless in failing and growing from your mistake and overcome this obstacle by being innovative.

When engaging in original creation, consider the following what would happen if I made this change. What will occur if I am unable to resolve the issue. What occurs if I'm headed in the wrong direction. If I were going to utilize it in 10 years, what would I change about it. If I had limitless money, how would I spend it. Depending on their line of work and way of thinking, each individual from regular employees to leaders in an organization must create their own strategy for innovation. Like any other ability, innovative thinking requires ongoing development. The organization and its owner can both gain from an innovative way of thinking.

aspects of innovation resistance and how to effectively employ them in management will lower the risks associated with innovations within the company.

Effective management and leadership techniques that foster innovation and unconventional methods for resolving production issues, assembling creative teams, and setting up creative labs have been found. Finding employees who can become effective leaders and organizers and who can come up with original ideas for team promotion is the goal of the suggested analysis of personal effectiveness in innovative activities. This will increase the organization's competitiveness and sustainability.

8 CONCLUSIONS

The able to draw the following conclusions from our examination of leadership and problem-solving in the planning of an organization's creative activities. There are many different models of inventive processes that are still applicable today, ranging from a network of intricate coupled system interactions to a traditional linear series of events. Organizational innovativeness is the ongoing pursuit of novel approaches to enhance the company's innovative climate and capabilities, which aids in fostering the development of fresh, creative ideas and igniting inventive activity. The observe the individual effectiveness of each team member in the innovative development of the organization by using suggested models of personality type classification based on effectiveness of manifestation in innovative activities. This can create a team that views innovation as a fundamental aspect of professional activity.

The determined the fundamental traits of an individual's inventive thinking and put forth an algorithm for the growth of an original, creative way of thinking. Understanding the socio-psychological

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