

EMPLOYEE PROBLEM SOLVING BEHAVIOR AND CREATIVITY: A SOCIAL IDENTITY APPROACH

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Abstract

The present research uses a social identity analysis to predict employee creativity. First, we hypothesized that team identification leads to greater employee creativity, mediated by the individual's problem solving behavior. Secondly, we hypothesized that team leader inspirational communication as well as team leader group prototypicality would moderate the relationship between identification and problem solving behavior. Consistent with these predictions, data based on 115 matched pairs of employee-supervisor ratings in a research and development (R&D) context showed an indirect effect from team members' team identification on their creativity via individual problem solving behavior. The analyses also confirmed the expected moderation effects. Higher perceptions of both inspirational communication and leader prototypicality were associated with the strongest positive relationship between identification and problem solving behavior.

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