

## **Creativity in Information Systems**

*Chairs: Brenda Massetti, St. John's University  
Christopher Barlow, Illinois Institute of Technology  
Sherry M. B. Thatcher, University of Arizona*

With the innovation rate in most markets continuing to increase, an organization's ability to sustain creativity in its products, processes and members becomes a significant competitive challenge. Because information technology (IT) has often been considered an "innovation enabler", many organizations are now looking for IT to support their creativity needs more directly. Accordingly, this year's Creativity in Information Systems Minitrack has a variety of interesting papers exploring when and how creativity can be sustained or enhanced by IT.

First, recognizing that information technology (IT) has the capacity to enable innovative decisions when conventional decision support tools fall short, Frances Hauge Fabian and D.T. Ogilvie address why technology is important to creativity and examine the unique ways it supports creative thinking and action. Their paper demonstrates how abilities such as random output generation and multiple iterations can be used to help with today's complex decision situations. In specific, they consider how the computer can be used to creatively support the information explosion, "out of context" analyses, complex and equivocal data, and extreme environmental dynamism.

Second, David Mendonca, W. A. Wallace and Giampiero Beroggi consider the state of art in support for creative thinking in groups. They examine and evaluate an Emergency Management imPROViser (EMPROV), which is a decision logic designed to provide alternative solution components to group members. Their intent is to establish system design principles for improvisation which are consistent with research in cognition.

Third, K. Niki Kunene and Don Petkov investigate the role of problem decomposition in generating creative ideas. They found that breaking a task into subcategories using the Analytic Hierarchy Process, resulted in more ideas being generated. Moreover, they indicate that problem decomposition leads to a more complete perception of problem solution, and that the number of good ideas is a more useful variable for determining decision quality than more commonly used measures such as mean quality.

Finally, Eric L. Santanen, Robert O. Briggs, and Ger-Jan deVreede increase our fundamental understanding of creativity as a concept. They consider creativity from a variety of perspectives and develop a Cognitive Network Model of Creativity that offers a series of causal relationships explaining how and when creative solutions are likely to occur.

Because of the quality of this year's submissions, we are expecting a very lively and interesting session. We hope that you will attend, participate and enjoy.