International Journal of Humanities Social Science and Management (IJHSSM)
Volume 3, Issue 5, Sep.-Oct., 2023, pp: 369-371 www.ijhssm.org

A comprehensive review on creative problems solving technique

Santosh[1]
Dept. of EECM, I.C. College of Home science, CCS HAU, Hisar-125004, India

Dr. Ella Rani[2]
Assistant Professor, Dept. of EECM, I.C. College of Home science, CCS HAU, Hisar-125004, India

Dr. Vandna Verma Trar[3]
Assistant Professor, Dept. of EECM, I.C. College of Home science, CCS HAU, Hisar-125004, India

Date of Submission: 06-09-2023 Date of Acceptance: 18-09-2023

Abstract
This study analyzes the published review literature of creative problem solving technique with the aim to to understand and to enhance knowledge about creative problem solving technique and importance of creative problem solving technique for development of organization.Number of review papers were analyzed for this study. Studies in the references concern. This study may help the planners and policy makers in making the policy in developing organization.

Keywords:- Creative, Problems, Solving, Techniques

I. Introduction:

According to Jeffrey Baumgartner (2010) ,Creative problem solving is a well-defined process that can help from problem definition to implementing solutions.Creative Problem Solving approach is a simple process that involves understand it than breaking down a problem into sub problem and after that generating ideas to solve the problem and evaluating those ideas to find the most effective solutions. Highly creative people go to follow this process of problem solving,it is a method or technique that find the new perspectives and innovative solutions. Creative thinker looking at the problem in various way. Creative problem solving methods uses creative elements to encounter the problems and help any organization to step outside their day and normal ways of working. For example, creative thinker might use picture, sculpture, images, music or creative materials to make understand a problem and try to solve. As they work, the elements used in this regard take on fresh meanings and provide insight into potential real-world solutions. In creative problem solving process, problem needs to be tangibleand specific.

Creative problem solving techniques for team performance

In a Gallup study found that around 16,500 employees respond that various companies required creativity to be part of their employees skill which contribute in their performance (Wigert and Robson, 2018). Bell et al. (2018) argue that employee of the team develop thoughts feelings and behaviour, towards each other on the basis of assumptions. Over the time passed and through the interaction with each other, they modified according with their abilities, personality traits, values and attitudes. This can be influence relationship between team members, team roles, the network of team members and the important team processes and states. Schilpzand et al. (2011) argued that teams diverse openness to experience highest levels of team creativity, to built their creative thinking technique.Teams to undertake both contrasting and concurrent thinking and to come up with an appropriate ideas. Team members who have contrasting thinking (, innovator, diverge, extravertidealization types and accommodation) are well equipped to making use of analogies and using breaking paradigm and stretching techniques. Divergent thinkers able to generate multiplicity of ideas with limited assistance, their powers of thought can be substantial. Others may face difficulty in using their imagination power and preserving techniques (Runco, 2010). People are most creative when they feel motivated by their own interest, satisfaction,

enjoyment, and challenge of the work (Amabile, 2013), so it is incumbent on the facilitator to provide such an atmosphere to creative problem-solving sessions.

Creativity and Problem Solving for Organizational Innovation

Innovation within the framework of a knowledge-based goes far beyond the chain linkage models that have long been used in innovation theory to explain innovation technique and processes in high-tech industries, interdisciplinary view of innovation systems is concerned with understanding the general context of the diffusion, adaptation generation and evaluation of new knowledge which determines inattentiveness. It follows that the focus is on non-technical forms of innovation (Strambach, 2002). Some central aspects of organizational innovation (organizational communication, management, control measures, knowledge management, culture,and employee commitment) will be addressed for instance the outcomes of the change process if successful that will establish,a different culture in the organization, allowing for a shared thinking process that facilitate knowledge management and the fit between the organization and its changing environment (Basadur & Gelade, 2006). According to Puccio et al. (2006) reported taht the impact of Creative problem solving in organization may take place in three areas: the individual's attitudes; the individual's behaviour and its impact on groups. Creative problem solving procedures only produced changes in behaviour when attitudes towards different thinking had been changed into a positive way, also t raining on creative problem solving improved the fluency in producing solutions of problems. As to groups, training on creative problem solving improved work group climate, communication, interpersonal relations and problem solving outcomes.it was also found that with Creative problem solving impact on organizational effectiveness revealed aspects like cost reduction, high revenue solutions, or a culture that inspired innovative design concepts etc. As Huhtala & Parzefall (2007) found that remain competitive among the global market, organizations must continuously develop innovative and high quality products and services, and renew their way of operating and maintain that companies increasingly rely on employees continuous ability to innovate.

Creative-problem solving"presents a method and techniques for approaching a problem or a challenge in an imaginative and innovative way. It can help in defining and re defining problems and coming up with insights and solutions. It is generally accepted that the creative problem-solving process can be broken down into six stages. These six stages areas follows:

- ✓ (1) Objective and define the problem area.
- ✓ (2) Fact and information gather.
- ✓ (3) Define the problem correctly.
- ✓ (4) Idea generate solutions to the problem.
- ✓ (5) Solution evaluate and choose between possible solutions.
- ✓ (6) Acceptance and implement chosen ideas correctly (Parnes, 1992).

II. Conclusion

Organizational creativity give useful solution and contributions to organizational innovation, in the steps before solution implementation, due to the research and applications made (Sousa & Monteiro, 2005; Sousa, 2007). Creative problem solving technique usefulness in making solutions and help in the improvement of organizations,the value of selecting and organizing creative people in an organization,depend on giving them time, space, knowledge and the opportunity to team up and direct their individual creativity to the organizational problems. The process of creative problem solving developing organizational innovation and creativity which rise the culture of organization in a innovation way the improvement of formal and informal communication channels help in the growth of organization (Moss & Ritossa, 2007). Their should be training and programme regarding creative problem solving technique in an organization so that employee can improve their way of thinking which contribute in development of an organization

Reference

[1]. Amabile, T.M. (2013), "Compositional theory of creativity", in Kessler, E.H., (Ed.) Encyclopedia of Management Theory, Sage Publications, London, 134-139

[2]. Basadur, M. & Gelade, G. (2006). The role of knowledge management in the innovation process. Creativity and Innovation Management, **15**(1): 45-6

[3]. Baumgartner, J., (2010),The Basics of Creative Problem Solving – CPS, Innovation management

[4]. Bell, S.T., Brown, S.G., Colaneri, A. and Outland, N. (2018), "Team composition and

the ABCs of team work",American Psychologist, **73**(4): 349-362.

[5]. Huhtala, H. & Parzefall, M-R. (2007). A review of employee well-being and innovativeness: An opportunity for a mutual benefit. Creativity and Innovation Management, **16**(3): 299-306

[6]. Puccio, G. J., Firestien, R. L., Coyle, C. & Masucci, C. (2006). A review of the effectiveness of CPS training: A focus on workplace issues. Creativity and Innovation Management,**15**(1): 19-33

[7]. Parnes, S.J. (1992), Source Book for Creative Problem Solving, Buffalo: Creative Foundation Press

[8]. Moss, S. & Ritossa, D. (2007) The impact of goal orientation on the association between leadership style and follower performance, creativity and work attitudes. Leadership, **3**(4): 433-456

[9]. Monteiro, I. (2008). Comportamentos da liderança inovadora no sector do turismo [Innovative leader's behavior in tourism sector]. Doctoral thesis. Faro: Universidade do Algarve

[10]. Runco, M.A. (2010), "Divergent thinking, creativity and ideation", in Kaufman, J.C. and Sternberg, R.J.(Eds), The Cambridge Handbook of Creativity, University Press, Cambridge, 413-446

[11]. Schilpzand, M.C., Herold, D.M. and Shalley, C.E. (2011), "Members'openness to experience and teams'creative performance",Small Group Research,**42** (1): 55-76

[12]. Strambach, S. (2002). Change in the innovation process: New knowledge production and competitive cities - The case of Stuttgart. European Planning Studies, **10**(2): 215-231

[13]. Sousa, F. (2007). Teachers' creativity and effectiveness in higher education: Perceptions of students and faculty. The Quality in Higher Education, 21-38

[14]. Wigert, B. and Robson, J. (2018), "Fostering creativity at work: Do your managers push or crushinnovation?, www.gallup.com/workplace/245498/