MANAGING INNOVATION AND CREATIVITY IN HUMAN RESOURCE MANAGEMENT: A CRITICAL REVIEW OF LITERATURE

Fatima Ali Rashid Al-Thehli
PhD Candidate, Faculty of Technology Management & Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM), Technology Campus, Ayer Keroh 75450, Melaka, Malaysia

Amiruddin Ahamat
Faculty of Technology Management & Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM), Technology Campus, Ayer Keroh 75450, Melaka, Malaysia

Purpose of the study: This conceptual paper critically analyzes the critical issues of creativity and innovation management and its implication on the broader development aspect of human resource management by highlighting possible scenarios in the United Arab Emirates (UAE).

Methodology: This study employs review analysis methodology approach. This study utilizes document analysis while employing literature review study approach. Several key literatures in the domain areas of innovation management were analyzed in light of the topic of managing innovation and creativity in human resource and management.

Main Findings: The key contributions for this study demonstrate that creativity and innovation in organization is crucial to institutional survival and growth. This study discovers the role of creativity and innovation as an element of competitive advantage for organizations. Creative and innovative institutions will be demanded to be skilled at creating, acquiring and transferring knowledge and modifying behaviors by using these methods to reflect new knowledge and insights.

Applications of this study: This study can be of importance in the area of innovation management and human resource management. The challenges demands utilization of effective human resource management practices or innovative practices within the new human resource management ecosystem that focuses on enabling the social capital though innovation system. The ability of organization’s to be adaptive for such challenges may lead to organizational competitiveness that allows sustainable performance and growth.

Novelty/Originality of this study: In order for organizational success to be achieved, human resource management ecosystem is to be reshaped into a more adaptive innovative environmental system. This could only be implemented with the strong leadership will by the management.

References

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