

The Creative Workplace

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The work day can often be somewhat predictable and routine, but Christina E. Shalley is attempting to enhance the creativity of employees. Shalleys research focuses on how a variety of social and contextual factors affect individuals and teams creativity. Her research combines psychology and management, using a variety of survey and experimental techniques. Specifically, she is investigating how to make jobs and work environments more conducive for creativity. Shalley has also studied group behavior and found that having a lot of personal ties and a diverse social network makes individuals more creative when they are working with others, increasing the teams overall creativity.