

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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**Role of HR function in shaping a culture of Creativity & Innovation**

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## **Role of HR function in shaping a culture of Creativity & Innovation**

### **Abstract**

Creativity is being increasingly recognized as a critical means by which organizations and their members can create meaningful, lasting value for their multiple stakeholders in today's dynamically changing environment (e.g., Amabile, 1988; George & Zhou, 2001, 2002). One of the key objectives of the HR function in organizations is creating and nurturing a workplace that's conducive to high performance and creativity. Several elements need to converge to realise this holy grail – to borrow from the Great Place to Work (GPTW) Framework literature – Credibility, Respect, Fairness, Pride, Camaraderie form the foundation that builds Trust with employees.

Keywords: Radical creativity, Incremental creativity, Creativity models



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