

## TEAM CREATIVITY AND INNOVATION: PSYCHOSOCIAL FACTORS AFFECTING ORGANIZATIONAL BEHAVIOR

Karomat Klicheva<sup>1</sup> & Gavkhar Klicheva<sup>2</sup>

<sup>1</sup>Doctor of Pedagogy, Professor Department of General Education, Journalism and Mass Communication  
University of Uzbekistan

<sup>2</sup>Undergraduate Student, Psychology Department, Korea University  
klichevagavkhar@gmail.com

### ABSTRACT

Innovation and creativity in the workplace have become increasingly important determinants of organizational performance, success, and longer-term survival. Yet, creativity and innovation are complex, multi-level, and emergent phenomena that pan out over time, and that require skillful leadership in order to maximize the benefits of new and improved ways of working. Creativity and innovation at work are the process, outcomes, and products of attempts to develop and introduce new and improved ways of doing things. The creativity stage of this process refers to idea generation, and innovation to the subsequent stage of implementing ideas toward better procedures, practices, or products. Creativity and innovation can occur at the level of the individual, work team, organization, or at more than one of these levels combined, but will invariably result in identifiable benefits at one or more of these levels-of-analysis. Therefore, this article will analyze psychosocial factors influencing the team creativity, and discover ideas and solutions contributing to the business development.

**Keywords:** Team innovation, team creativity, psychosocial factors, social influence, vision, organizational behavior.