

# ORGANIZATIONAL CREATIVITY AS A DRIVING FORCE FOR COMPANIES' INNOVATIVE DEVELOPMENT

Natalja Buldakova<sup>1</sup>, Natalja Lace<sup>2</sup>

<sup>1</sup> *Riga Technical University, Latvia*  
*E-mail: symphony5@inbox.lv*

<sup>2</sup> *Riga technical University, Latvia*  
*E-mail: natalja.lace@rtu.lv*

**Abstract.** The article investigates the phenomenon of Creativity – the background of this term, its development and what we understand with creativity in business organizations nowadays. The concept of Creativity, Individual creativity and Organizational creativity are given, as well as provided differences between Individual and Organizational creativity. Specifically, the authors analyze the Organizational creativity, its features and influencing factors. This article provides a current review of research examining contextual factors that can foster Organizational creativity at the Individual, Group and Organizational level.

**Keywords:** creativity; organizational creativity; innovation.