

**CRITICAL SUCCESS FACTORS FOR IDEA CREATIVITY IN ELECTRONIC BRAINSTORMING: AN
OVERVIEW OF RESEARCH ISSUES AND FINDINGS**

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ABSTRACT

This research examines three major factors that influence idea creativity in an electronic brainstorming session: GSS tools used in brainstorming, task/technology fit, and perception of idea creativity as group performance. Based on previous research, we found that 1) GSS tools can generate higher number of high quality ideas than traditional idea generation by reducing production blocking and expanding discussion; 2) The use of creativity software led to significantly more creative ideas and thus improved creativity performance; 3) Establishing norms of behavior regarding communication task-technology use would enhance the performance of global virtual teams, and a good fit between media functionalities of technologies and specific tasks would enable virtual teams to achieve greater levels of effectiveness; 4) Quality of discussion, task completion, process satisfaction, outcome satisfaction, idea quality (originality and feasibility), and creativity were most commonly used as a measurement of group performance in previous GSS research.

Keywords: *Idea generation, virtual work group, task/technology fit, idea creativity*