

# BROWNBAG LUNCHTIME TALK

## Process Oriented Approach to Team Roles for Creative Output: A Qualitative Study using WhatsApp

**DATE AND TIME**23 May 2023,  
12 - 1pm**DR AMEEK KAUR**Research Fellow,  
Lee Kuan Yew Centre for Innovative Cities**VENUE**Think Tank 19  
Building 2, Level 3 (2.304)

**SYNOPSIS** - Organizations can hire the best individuals, but they need to be able to work together effectively in teams in order to address complex issues. I will be sharing my research that provides a dynamic perspective on the team roles essential for a group of talented people to work together effectively, especially for generating team-based creative output. The research data was collected through WhatsApp, with teams of professionals, working on a common creativity task. The content analysis of the chat logs provides insights into the importance of two task-focused roles – Organizer (convergent in nature) and Challenger (divergent in nature). I will be discussing further insights on how these roles should be shared amongst the team members over the course of the creativity task.



**Dr AmEEK Kaur**  
Research Fellow,  
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Innovative Cities

**DR AMEEK KAUR** is a Research Fellow at the Lee Kuan Yew Centre for Innovative Cities, working on the 'deliberate learning from failure' project. She received her Ph.D. in Management of Technology from the National University of Singapore (NUS). She has worked as an Engineer, Design Thinker, Educator, and Researcher. Starting her career as an Embedded Software Engineer at Rockwell Automation, AmEEK moved on to the field of Design Thinking while teaching at NUS and worked on engineering innovation projects with hospitals (NUH, KKH, and SGH) in Singapore. She is currently engaged as Adjunct Lecturer at NUS Business School. Her research interests are in the areas of team processes, innovation and pedagogy. She has conducted research using both quantitative and qualitative methods.



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