

VIRTUALITY, THE GLOBAL NATURE OF TEAMS, AND NEW PRODUCT DEVELOPMENT TEAM CREATIVITY

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ABSTRACT

As businesses become more virtual and companies can increasingly leverage international talent, it becomes crucial to understand how to tap into this potential effectively. Using a sample of internationally dispersed new product development teams, I examine the impact of elements of virtuality, such as team dispersion and communication richness, and the global nature of teams, such as cultural diversity, on new product development team creativity. Implications for theory and practice are provided, as well as directions for further research.

Keywords: Virtuality, Team Dispersion, Cultural Diversity, Team Communication, Team Creativity.