



Exploring Creative Task Performance Dynamics: A Comprehensive Review

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ABSTRACT

Aim/Purpose: This study provides a bibliometric analysis of creative task performance research from 2003 to 2023 using the Scopus database to explore trends, patterns, and key themes within 481 documents. **Design/methodology/approach:** Descriptive bibliometric methods were employed to assess publication trends and citation quality. Data were collected from the Scopus database and analyzed using Microsoft Excel and VOSviewer. **Findings:** Results show an increasing trend in research output with peaks in 2013, 2014, and a resurgence in 2022 influenced by the COVID-19 pandemic. The United States leads in contributions followed by the United Kingdom, China, and Germany with Uni-versität Graz being notably influential. Key themes include cognitive processes, "cogni-tion," "thinking," "problem-solving," and interdisciplinary approaches involving neuroscience, "physiology," and "magnetic resonance imaging". **Research implications/limitations:** This analysis maps the research landscape, guiding future studies to foster creativity and innovation. Future research should integrate inter-disciplinary approaches and focus on practical applications supported by strong re-search networks and collaborations. **Originality/value/contribution:** This study highlights the significance of creative task performance research and provides valuable insights into trends, key themes, and future directions

INTRODUCTION

Creative task performance, the ability to generate novel and useful ideas, solutions, or products, is pivotal in various domains including business, education, and technology (Musa et al., 2024). As the global landscape becomes increasingly competitive and dynamic, the role of creativity in driving innovation and solving complex problems cannot be overstated (Acar et al., 2021). In business, creativity fuels competitive advantage by enabling the development of unique products and services (Arkin et al., 2019). In education, it equips students with the skills needed to navigate and succeed in a rapidly changing world. Technological advancements further highlight the necessity for creative approaches to leverage new tools and methodologies effectively (Belrhiti et al., 2020). Understanding creative task performance is essential for fostering environments that promote innovation and enhance productivity (Arkin et al., 2019). By examining how creativity can be cultivated, measured, and applied, researchers and practitioners can develop strategies to optimize creative outputs. This study addresses the need for a comprehensive analysis of the existing literature on creative task performance, providing insights into the trends, key themes, and future directions that define this research area (Acar et al., 2021).

The primary purpose of this literature review is to provide a holistic understanding of the trends, key themes, and future directions in creative task performance research over the past two decades (2003-2023). By employing bibliometric analysis, this study aims to map the intellectual landscape of the field, identify influential works and authors, and uncover emerging trends that could shape future research and practice. This review focuses on peer-reviewed articles indexed in the Scopus database from 2003 to 2023. The chosen timeframe allows for an in-depth analysis of developments and shifts in the field over twenty years, capturing the evolution of research priorities and methodologies (Musa et al., 2024). Scopus, as one of the largest abstract and citation databases of peer-reviewed literature, provides a comprehensive and reliable source for this analysis (Bilbao-Terol & Bilbao-Terol, 2020). Bibliometric analysis offers a systematic and quantitative approach to reviewing literature, enabling the identification of patterns, trends, and relationships within a large body of research (Udin, 2024). By analyzing citation networks, co-authorship patterns, and keyword occurrences, bibliometric methods provide insights into the intellectual structure and dynamics of a research field (Della Corte et al., 2021). This approach is particularly valuable for understanding the development of creative task performance research, highlighting influential studies, and revealing potential gaps and future directions (Dar & Rahman, 2020).

The specific objectives of this literature review are to analyze the temporal trends in creative task performance research, identifying significant increases or decreases in publication activity over time; to examine the geographical distribution of research output and identify leading countries and institutions contributing to the field; to explore the disciplinary trends and identify which fields have most actively contributed to creative task performance research; to identify and discuss key themes, conceptual frameworks, and methodological

approaches prevalent in the literature; to highlight influential authors and works, mapping out collaboration networks and examining the impact of highly cited papers; to uncover emerging trends and areas of interest that have gained prominence in recent years; and to suggest future research directions, identifying gaps in the current literature and proposing innovative methodologies for further exploration (Musa et al., 2024). By providing a comprehensive overview of creative task performance research through a bibliometric lens, this review aims to contribute to the ongoing discourse in the field and offer valuable insights for researchers, practitioners, and policymakers (Musa, 2024).

By examining these questions, this review seeks to map the intellectual landscape of the field and identify areas for future research:

1. What are the major trends in creative task performance research from 2003 to 2023?
2. Which countries, institutions, and authors are leading contributors to this field, and what are their collaboration patterns?
3. What key themes, theories, and methods dominate the research on creative task performance?
4. What emerging trends and gaps exist in recent literature on creative task performance?

LITERATURE REVIEW

Concept of Creative Task Performance

This Creative task performance refers to the intentional generation, promotion, and implementation of new and useful ideas within a specific task, group, or organizational context to enhance performance and outcomes (Harari et al., 2018). This concept involves both individual cognitive processes and environmental factors that facilitate or inhibit creativity. Creative task performance is considered a multidimensional construct encompassing idea generation, idea promotion, and idea implementation (Jones et al., 2022). The first stage, idea generation, involves creating new and original ideas through cognitive processes such as divergent thinking (Judeh et al., 2022). This stage is crucial as it sets the foundation for subsequent creative activities. For example, Miron-Spektor et al. (2011) emphasize the importance of exploration and exploitation in generating innovative ideas. The second stage, idea promotion, requires individuals to advocate for their ideas, seeking feedback and support from colleagues, supervisors, and other stakeholders (Cohen & Erlich, 2015). This stage involves overcoming resistance and garnering the necessary resources for idea development. The final stage, idea implementation, is where the ideas are put into practice, leading to tangible outcomes (De Spiegelaere et al., 2014). This stage is critical for transforming creative ideas into practical solutions that can improve organizational performance.

Research indicates that certain individual characteristics are strongly associated with creative task performance. Personality traits such as openness to experience and intrinsic motivation are significant predictors of creativity (Kaltainen & Hakanen, 2020) (Judeh et al., 2022). For instance, individuals with high openness to experience are more likely to engage in divergent thinking,

which is essential for generating novel ideas (Kaltainen & Hakanen, 2020). Additionally, cognitive abilities, particularly those related to divergent thinking, play a crucial role in creative task performance (Sallaberry et al., 2024). The work environment significantly influences creative task performance. Sallaberry et al. (2024) highlight the importance of factors such as autonomy, resources, and organizational support in fostering creativity. A supportive work environment that provides the necessary resources and autonomy encourages employees to experiment with new ideas and approaches (Ujwary-Gil & Godlewska-Dzioboń, 2022). Moreover, a culture that values and rewards creativity can enhance individuals' willingness to engage in creative activities (Zhu & Yi, 2023).

Team and organizational dynamics also impact creative task performance. Paulus and Yang (2000) found that group brainstorming sessions can enhance creativity, particularly when structured techniques are used to mitigate common issues such as social loafing and production blocking. Additionally, organizations that foster a culture of risk-taking and innovation tend to have higher levels of employee creativity (Santoso et al., 2019). For example, research by Afsar and Umrani (2020) indicates that leadership behaviors that encourage and support innovation can significantly boost creative task performance.

METHODOLOGY

This Research Methodology Uses Descriptive Bibliometric Analysis

Descriptive bibliometric analysis is a method used to identify, measure, and analyze scientific publications in a particular field. This method involves collecting publication data from scientific databases, such as journals, articles, and conferences, to analyze research trends, citation frequency, and collaboration patterns between researchers and institutions. The results of this analysis can provide a general overview of research developments in the field being studied, identify influential researchers or works, and understand the direction of development of research topics over time.

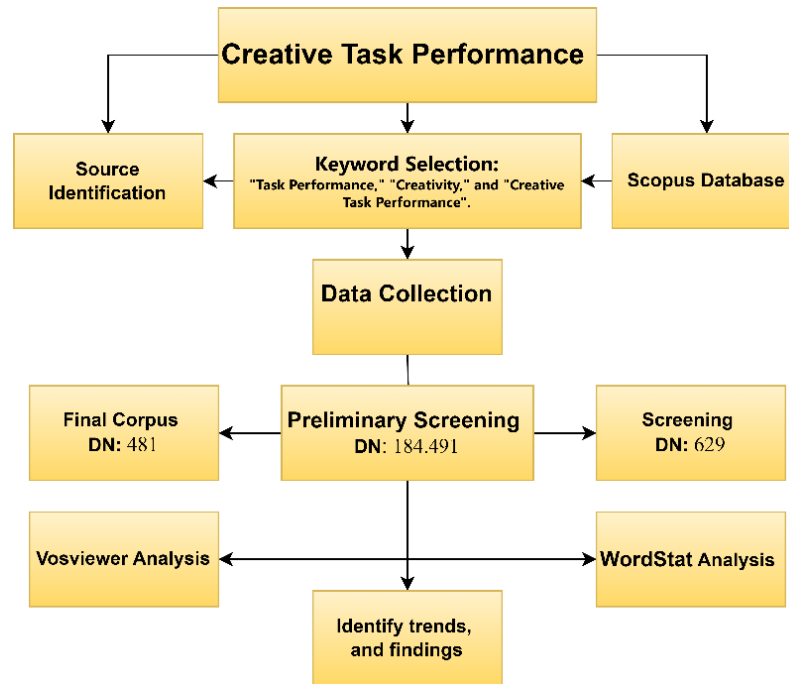


Figure 1 . Methodology Flowchart

Figure 1 shows that this study employs descriptive bibliometric analysis to explore trends, patterns, and characteristics in creative task performance research from 2003 to 2023. The aim is to comprehensively identify both the quantitative and qualitative aspects of these studies by assessing the number of publications and citation quality (Musa et al., 2024). Data were collected from the Scopus database, chosen for its extensive coverage of peer-reviewed literature (Musa et al., 2023). The search spanned 2003 to 2023 and used keywords like "Task Performance," "Creativity," and "Creative Task Performance." Initial searches yielded 184,491 documents, which were refined to 629, and finally filtered to 481 documents by applying specific criteria such as publication years, document types, and language (Udin, 2024). Inclusion criteria focused on peer-reviewed articles, conference papers, and book chapters written in English and relevant to creative task performance. Exclusion criteria removed non-English publications, editorials, letters, non-peer-reviewed articles, duplicates, and documents lacking sufficient bibliometric data (Musa et al., 2024).

Bibliographic information was downloaded for each publication, including title, authors, abstract, keywords, publication year, journal name, and citation count. This data was cleaned and organized using Microsoft Excel and VOSviewer for analysis (Musa et al., 2024). Performance analysis examined publication and citation trends over time. Citation analysis identified highly influential papers and authors. Co-authorship analysis explored collaboration patterns among authors, institutions, and countries. Co-word analysis identified common themes by analyzing keyword co-occurrence (Musa et al., 2024). VOSviewer was used to create network maps illustrating relationships between different entities, helping to identify research activity clusters and the intellectual structure of the field. WordStat was used for content analysis, revealing word frequency in review documents (Musa et al., 2024). Table 2 presents word

frequencies, including percentages and the number of papers processed. The analysis included word clouds, word frequencies, and topic modeling for documents related to creative task performance. The research scope was narrowed to 20 open-access papers from Scopus. Text mining and topic modeling approaches, as used by Moro et al. and Nave et al., were adopted to summarize the results.

Research Findings

The following section presents the findings from the bibliometric analysis conducted on the body of research related to creative task performance from 2003 to 2023. These results offer insights into publication trends, key contributors, thematic developments, and collaborative patterns within this field. By examining these aspects, we can better understand the evolution of creative task performance research and identify emerging trends and future directions. The analysis delves into the most frequently cited articles, leading journals, and influential institutions contributing to this area of study. Furthermore, it highlights the geographical distribution of research outputs and identifies prominent authors and their networks. This comprehensive examination reveals shifts in research focus, emerging methodologies, and the interdisciplinary nature of creative task performance research.

Table 1. The Most 10 Contributed Authors

Author Name	DN	Country	H-Index	Affiliation	TC	TP
Benedek, M.	18	Austria	56	Universität Graz	12,241	144
Fink, A.	18	Austria	50	Universität Graz	9,515	199
Neubauer, A.C.	11	Austria	58	Universität Graz	11,901	144
Abraham, A.	9	United States	28	University of Georgia	2,154	50
Rominger, C.	9	Austria	21	Universität Graz	1,138	85
Papousek, I.	8	Austria	35	Universität Graz	3,692	169
Beaty, R.E.	7	United States	44	Pennsylvania State University	7,385	135
Beversdorf, D.Q.	7	United States	42	University of Missouri	6,270	172
Weiss, E.M.	7	Austria	45	Universität Graz	5,853	186
Hommel, B.	6	China	82	Shandong Normal University	27,709	460

DN= Documents Number, TC=Total score, TP= Total publications,

Source: Processed Primary Data (2024)

The results in Table 1 highlight the top ten contributors to creative task performance research, showcasing the most prolific authors based on the number of documents published, total score, and total publications. Leading the field are Benedek, M., and Fink, A., both from Universität Graz, Austria, with 18 documents each. Benedek has an H-index of 56 and a total score of 12,241, while Fink has an H-index of 50 and a total score of 9,515, underscoring their significant influence. Neubauer, A.C., also from Universität Graz, has 11 publications, an H-index of 58, and a total score of 11,901, further establishing the institution's prominence in this research area.

Abraham, A., from the University of Georgia in the United States, has an H-index of 28 from 9 publications, highlighting the impact of her work. Other notable contributors from Universität Graz include Rominger, C., and Papousek, I., reinforcing the university's leading role. Beaty, R.E., affiliated with Pennsylvania State University, has 7 publications with an H-index of 44 and a total score of 7,385, indicating strong influence. Beversdorf, D.Q., from the University of Missouri, and Weiss, E.M., also from Universität Graz, show significant contributions with high H-indexes and total scores. Hommel, B., from Shandong Normal University in China, stands out with the highest total score of 27,709 from 6 publications, demonstrating exceptional impact despite fewer publications. The dominance of Universität Graz, with five of the top contributors, suggests a strong research culture and collaborative environment that enhances research quality and impact. The presence of influential authors from the United States and China indicates a global interest in creative task performance research. These findings underscore the importance of these authors' contributions, providing a solid foundation for future research. Building on their work can advance understanding and innovation in creative task performance. This global perspective illustrates the cross-cultural relevance of innovative work behaviour, promoting a richer and more diverse discourse. The integration of diverse methodologies and theoretical approaches from these researchers can potentially lead to more holistic and impactful advancements in the field.

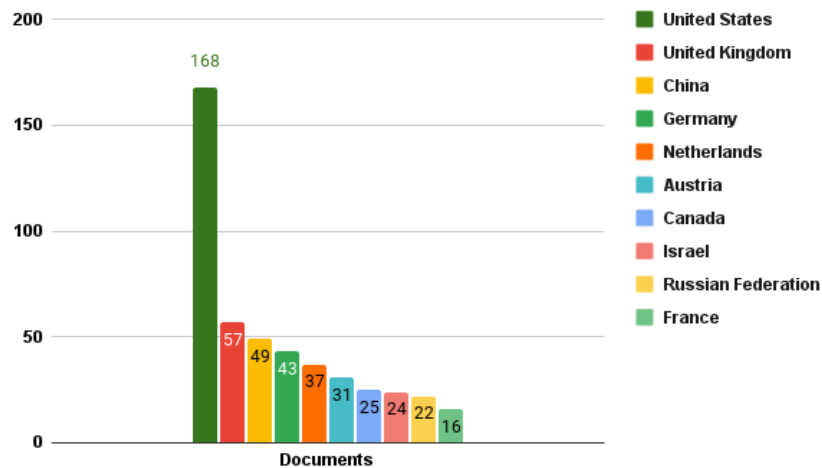


Figure 2. Leading Countries in the Field
Source: Processed Primary Data (2024)

Figure 2 shows the leading countries in creative task performance research based on publication count. The United States leads significantly with 168 documents, highlighting its strong focus and substantial academic activity in this area. The United Kingdom follows with 57 documents, indicating robust research contributions. China (49 documents) and Germany (43 documents) also show significant output, reflecting their emphasis on innovation and academic collaboration. The Netherlands (37 documents) and Austria (31 documents) contribute notably, with Austria's output largely from Universität Graz. Canada (25 documents), Israel (24 documents), the Russian Federation (22 documents), and France (16 documents) also play important roles in the research landscape. This distribution underscores the global interest in creative task performance, with diverse international contributions enriching the field. The dominance of the United States and the substantial contributions from other countries highlight the global importance of research in creative task performance and the value of international collaboration. Moreover, the significant outputs from countries like China and Germany indicate a growing trend in cross-border research efforts, enhancing the overall quality and impact of studies in this domain. This international engagement not only fosters a comprehensive understanding of creative task performance but also drives innovation through the exchange of diverse perspectives and methodologies, further broadening the scope and applicability of findings in creative task performance. This widespread international collaboration is essential for addressing complex global challenges and advancing the field through shared knowledge and resources.

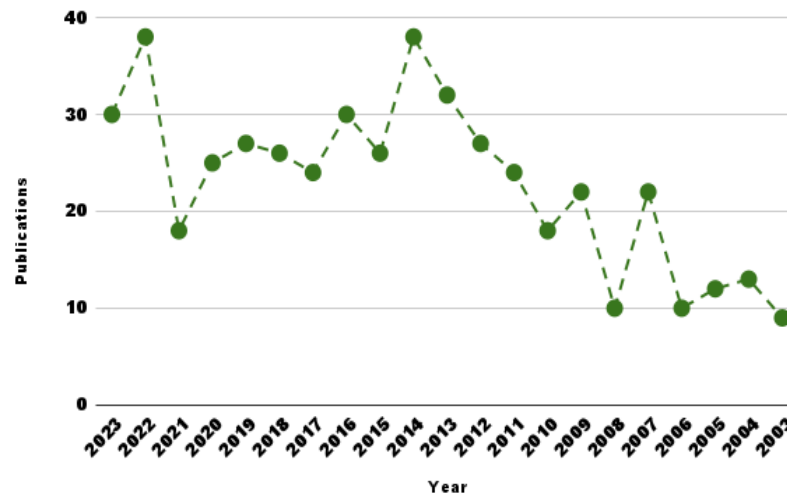


Figure 3. Research Development
Source: Processed Primary Data (2024)

Figure 3 shows the development of research in creative task performance from 2003 to 2023, with notable fluctuations in publication numbers. From 2003 to 2010, research output was low and inconsistent, indicating the early stages of the field. A significant increase occurred from 2011, peaking in 2013 and 2014 with around 40 publications each year. This surge reflects growing academic interest and recognition of the importance of creativity research. After 2014, publication numbers declined but remained steady, averaging around 20 per year, suggesting sustained but more focused research. The period from 2020 to 2023 saw a resurgence, peaking in 2022, likely due to the global emphasis on innovation during the COVID-19 pandemic. The trend shows increasing interest and evolving research in creative task performance, with key peaks corresponding to significant developments and external influences on the field. The fluctuations in publication numbers can be attributed to various factors, including changes in funding availability and shifts in academic priorities. The impact of technological advancements and interdisciplinary collaborations has played a crucial role in shaping the research landscape, driving both the quantity and quality of publications in this area. Additionally, the role of digital platforms in disseminating research has made studies more accessible, contributing to the field's growth. The ongoing emphasis on creativity as a critical skill in various sectors continues to spur academic and practical interest, ensuring the field remains dynamic and relevant.

Table 2. Frequency Distribution of Words in Creative Task Performance

Word	Frequency	% Shown	% Processed	% Total	No. Cases
Human Experiment	3870	0.0234	0.0118	0.0070	34
Cognition	2899	0.0231	0.0112	0.0069	32
Physiology	2390	0.0223	0.0111	0.0065	29
Thinking	2290	0.0220	0.00110	0.0062	27
Brain Mapping	1694	0.0211	0.00108	0.0059	26
Magnetic Resonance Imaging	1658	0.0199	0.00104	0.0056	26
Adolescent	1624	0.0107	0.00103	0.047	26
Problem-Solving	1421	0.00100	0.00100	0.0046	23
Task Performance And Analysis	1387	0.0099	0.0089	0.045	22

Source: Processed Primary Data (2024)

Table 2 highlights the frequency distribution of key terms in creative task performance research. "Human experiment" is the most frequent term with 3,870 occurrences, indicating a strong reliance on empirical studies involving human participants. "Cognition" (2,899 occurrences), "thinking" (2,290 occurrences), and "problem-solving" (1,421 occurrences) reflect a significant focus on the cognitive processes underlying creativity. Terms like "physiology" (2,390 occurrences) and "brain mapping" (1,694 occurrences) highlight interest in the biological and neural bases of creativity, supported by frequent mentions of "magnetic resonance imaging" (1,658 occurrences). The term "adolescent" appears 1,624 times, suggesting a focus on the development of creativity during adolescence. "Task performance and analysis" (1,387 occurrences) underscores the importance of assessing creative performance. Overall, these results show a comprehensive and interdisciplinary approach to studying creative task performance, covering experimental psychology, cognitive science, neuroscience, and developmental studies.

The findings of this bibliometric analysis significantly contribute to the existing body of knowledge on creative task performance. By examining 481 documents published between 2003 and 2023, this study highlights the evolving trends and key themes in the field. The identified trends, such as the increasing academic interest post-2010 and the resurgence in 2022 influenced by the COVID-19 pandemic, align with global shifts towards recognizing the importance of creativity in addressing complex problems and driving innovation. These trends underscore the dynamic nature of creative task performance research and its responsiveness to external global factors, thereby enriching the understanding of how creativity evolves in different contexts.

The Findings of the first research question, The bibliometric analysis of creative task performance research over the past two decades reveals a dynamic trajectory. From 2003 to 2010, publication activity was low and inconsistent, indicating the nascent stage of the field. A notable increase began in 2011, peaking in 2013 and 2014 with around 40 publications each year, reflecting growing academic interest in creativity's critical role in innovation. Post-2014, publications averaged around 20 per year, suggesting a phase of consolidation. The resurgence in 2022, influenced by the COVID-19 pandemic, underscores the increasing recognition of creativity for addressing complex problems, highlighting the field's responsiveness to global shifts and its ongoing importance

The Findings of the second research question, The analysis of geographical distribution and institutional contributions reveals key contributors to creative task performance research. The United States leads with 168 publications, highlighting its strong academic focus on creativity and innovation, followed by the United Kingdom, China, and Germany with 57, 49, and 43 publications respectively. At the institutional level, Universität Graz in Austria is notable, with influential authors such as Benedek M., Fink A., and Neubauer A.C., emphasizing the role of institutional support and collaboration. Other significant institutions include Pennsylvania State University and the University of Missouri, illustrating the global and collaborative nature of this research field.

Findings of the third research question, The bibliometric analysis identifies key themes and methodologies dominating creative task performance research, highlighting cognitive processes such as divergent thinking, problem-solving, and creativity, with frequent terms like "cognition" and "thinking" underscoring their importance. Interdisciplinary research, especially involving neuroscience and psychology, is prominent, evidenced by terms like "magnetic resonance imaging" and "neuroimaging," indicating interest in the neural bases of creativity. Additionally, studies on organizational dynamics and leadership behaviors emphasize the work environment's role in fostering creativity. Methodologically, the field relies on quantitative and network-based approaches like bibliometric analysis, co-authorship analysis, and keyword co-occurrence analysis to map research trends..

Findings of the fourth research question, The analysis reveals emerging trends and gaps in recent years, notably the increasing focus on the physiological and neural bases of creativity, indicated by frequent terms related to neuroimaging and brain mapping. This suggests a growing interest in understanding how creative processes are represented in the brain and leveraging neural mechanisms to enhance creativity. Another trend is the emphasis on practical applications of creativity in organizational settings, with research on leadership behaviors, organizational culture, and employee empowerment highlighting the importance of supportive environments for creative task performance. This aligns with the broader recognition of creativity as a key driver of innovation and competitive advantage in business and other domains

Despite advancements, several gaps remain in the literature. Notably, there is a need for more research on the interplay between individual cognitive processes and environmental factors in fostering creativity. Furthermore, while interdisciplinary approaches are increasingly common, further integration of fields such as education, technology, and management could provide a more holistic understanding of creative task performance. Addressing these gaps through innovative methodologies and collaborative research efforts will be essential for advancing the field. The findings of this bibliometric analysis robustly support several hypotheses underlying creative task performance research. The significant influence of individual characteristics, such as openness to experience and intrinsic motivation on creativity, is corroborated by the frequent emphasis on cognitive processes and divergent thinking in the analyzed documents. This supports the hypothesis that individual traits and cognitive abilities are critical determinants of creative performance

The frequent focus on organizational dynamics and interdisciplinary approaches validates the importance of environmental factors, such as supportive work environments and leadership behaviors, in fostering creativity. This reinforces the hypothesis that both individual and contextual factors are crucial in promoting creativity. Additionally, the interdisciplinary nature of the research, integrating psychology, neuroscience, and management studies, underscores the complexity of creative task performance and the necessity for multifaceted approaches to understand and enhance it.

CONCLUSIONS AND RECCOMENDATIONS

This study provides a comprehensive bibliometric analysis of creative task performance research from 2003 to 2023, offering valuable insights into the development and trends within this field. By utilizing the Scopus database and employing rigorous data collection and analysis techniques, we have identified key contributors, thematic focuses, and the evolution of research activities over the past two decades. The findings highlight the dominance of certain countries, notably the United States, in driving research output, while also showcasing significant contributions from other nations such as the United Kingdom, China, and Germany. This underscores the global interest and collaborative efforts in advancing our understanding of creative task performance.

Key themes in the research include the cognitive processes underpinning creativity, the physiological and neural bases of creative thinking, and the application of creativity in organizational settings. Frequent terms like "cognition," "thinking," "physiology," and "magnetic resonance imaging" indicate a strong interdisciplinary approach involving psychology, neuroscience, and management studies. Institutions like Universität Graz play a pivotal role in shaping the research landscape, with significant contributions from leading authors and their collaborations emphasizing the importance of research networks. Visualization and term frequency distribution map the intellectual structure of the field, revealing key areas of focus and emerging trends. The recent increase in research, particularly in response to global challenges like COVID-19, highlights creativity's importance in addressing complex problems. This study maps the historical and current state of creative task performance research and identifies future directions, offering valuable insights for policymakers, educators, and researchers. Continued interdisciplinary collaboration and advanced methodologies are essential for advancing the field and addressing future challenges.

Declaration of Competing Interest

The author declares that there is no potential conflict of interest.

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