TEAM WORK QUALITY

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Why it Matters in Enhancing the Creativity of Software Organizations

BY

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LIST OF ABBREVIATIONS

ANCOVA	Analysis of Co-Variance
ANOVA	Analysis of Variance
APA	American Psychological Association
CCQ	Creative Climate Questionnaire
CMMI	Capability Maturity Model Integration
CMMI DEV V1.3	CMMI for Development Version 1.3
DIPP	Department of Industrial Policy and Promotion
FDI	Foreign Direct Investment
FY	Financial Year
GVT	Global Virtual Team
IT	Information Technology
NASSCOM	National Association of Software and Services Companies
OCB	Organizational Citizenship Behaviour
PCA	Principal Component Analysis
R and D	Research and Development
RQs	Research Questions
SPSS	Statistical Package for Social Sciences
TWQ	Team Work Quality

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PREFACE

Information technology (IT) sector has witnessed a dramatic growth in the past three decades and has turned into one of the major contributors of the nation's economy. Software organizations have emerged in India in large numbers in the recent years since India stands as one of the major destinations for foreign investors across the globe who intends to invest in the IT industry.

This book entitled *Team Work Quality – Why it Matters in Enhancing the Creativity of Software Organizations* is an attempt to identify how two important management strategies, namely 'Team Work Quality' and 'Creativity' are related with each other and how the characteristics of a software team impact their relationship with specific reference to Indian software organizations.

The authors of the book have carried out a real-time investigation through application of appropriate research methodologies and collected data from team leaders, subjected them to statistical analysis in order to infer how team work quality contributes towards enhancement of creativity with respect to software organizations in India, thereby ensuring the authenticity of the views presented by them in the forthcoming chapters.

Team Work Quality, a very recent terminology that has come up in the last decade and is being widely applied in software organizations across the world these days, has been measured in this book using Weimar (2013)'s model of Team Work Quality. Likewise, in this book, organizational creativity has been measured based on Woodman et al. (1993)'s Interactionist model of Organizational Creativity. A quantitative analysis has been conducted in order to identify the relationship between the above two variables. In addition to that, the moderating relationship of five team characteristics, namely team size, team age, team ethnicity, team role and tenure of the team leader, on the relationship between 'Team Work Quality' and 'Creativity', has also been identified in this book.

This book presents the results of analysis of quantitative data collected from 474 team leaders working at software organizations located in Chennai and Bengaluru, India, and those have been identified to have qualified the CMMI DEV V1.3 Maturity Level 5 assessment, conducted by the Software

Engineering Institute, in the year 2015. The results reveal that team work quality and organizational creativity are interrelated with each other and their relationship is moderated by four out of the five characteristics identified by the authors.

In addition to that, this book also offers strategies to the software organizations for improving their levels of organizational creativity, through enhancement of team work quality, thereby helping its readers in creating a better work environment.