THE EFFECT OF TEAM CONFLICT ON TEAM CREATIVITY: A REVIEW OF RELATED LITERATURE
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ABSTRACT
This article reviews the empirical research that studied on the relationship between team conflict and team creativity in the work place by reviewing the knowledge contributions of previous studies in the area of team conflict and team creativity. Based on the review, we discuss possible influence of team conflict on team creativity, such as task, relationship and process conflict that have received greater attention of researchers which can influence on employees outcome. Also we discuss possible consequences of team conflict. The difference between creativity and innovation, types of conflict, specifically, task, relationship and process conflict, and their association with each other, consequences of type conflicts and their associations with team creativity and innovations were discussed. The review was done proper sequence of past research based on empirical and critical findings on team conflict and team creativity. The attempt was to examine the extent of the knowledge contributions on this study area and to highlight possible research direction and identify methodological improvements needed in future studies in line with managing the team conflict and team creativity in Organizations.

KEY WORDS: Team conflict, Task Conflict, Relationship conflict, Process conflict, creativity, Team Creativity, Team Innovation.