

Capitalizing on Differential Network Ties: Unpacking Individual Creativity from Social Capital Perspective

Authors : Yuanyuan Wang, Chun Hui

Abstract : Drawing on social capital theory, this article discusses how individuals may utilize network ties to come up with creativity. Social capital theory elaborates how network ties enhances individual creativity from three dimensions: structural access, and relational and cognitive mechanisms. We categorize network ties into strong and weak in terms of tie strength. With less structural constraints, weak ties allow diverse and heterogeneous knowledge to prosper, further facilitating individuals to build up connections among diverse even distant ideas. On the other hand, strong ties with the relational mechanism of cooperation and trust may benefit the accumulation of psychological capital, ultimately to motivate and sustain creativity. We suggest that differential ties play different roles for individual creativity: Weak ties deliver informational benefit directly rifling individual creativity from informational resource aspect; strong ties offer solidarity benefits to reinforce psychological capital, which further inspires individual creativity engagement from a psychological viewpoint. Social capital embedded in network ties influence individuals' informational acquisition, motivation, as well as cognitive ability to be creative. Besides, we also consider the moderating effects constraining the relatedness between network ties and creativity, such as knowledge articulability. We hypothesize that when the extent of knowledge articulability is low, that is, with low knowledge codifiability, and high dependency and ambiguity, weak ties previous serving as knowledge reservoir will not become ineffective on individual creativity. Two-wave survey will be employed in Mainland China to empirically test mentioned propositions.

Keywords : network ties, social capital, psychological capital, knowledge articulability, individual creativity

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020