**Analyzing the impact of cultural diversity on work group creativity and innovativeness: Development of a research model**

Internationally composed and globally dispersed teamwork is widely considered as beneficial to creativity and innovativeness (Kao, 1997; Griffin & Moorhead, 2009) and comprises the notion of cultural diversity. Yet, due to an emphasis on demographic and surface-level diversity in research, little is systematically known about the effects of deep-level cultural diversity in teams (Jackson et al., 2003; Kirkman & Shapiro, 2005), which is supported by our review of empirical investigations in the field. We find effects to be largely inconsistent and contradicting. Furthermore, although the influence of diversity on creativity and innovativeness has been previously explored (Lovelance et al. 2001; Reagans & Zuckerman, 2001), such research has largely focused on cross-functional or interdisciplinary team compositions. Addressing both lacunae, we draw on literature from diversity, global team management, and cross-cultural management to develop a research model that examines the cultural diversity on creativity and innovativeness link. The model integrates the diversity perspectives of separation and variety (Harrison & Klein, 2007) and responds to Joshi and Roh’s (2009) plea for context in diversity research by including the contextual factors of team conflict, communication and reflexivity.

**Keywords**: Creativity, Innovation, Cultural Diversity

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