

# Caneel K. Joyce

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## EDUCATION

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|--------------------|---|------------------------------|
| Ph.D.<br>Candidate | <i>University of California, Berkeley, Haas School of Business</i><br>Business Administration, dept. of Organizational Behavior<br>& Industrial Relations (OBIR) (expected completion May 2009) | Berkeley, CA<br>2003-Present |
|                    | Dissertation: ( <i>Barry M. Staw, advisor</i> )   |                              |
| M.S.               | <i>University of California, Berkeley, Haas School of Business</i><br>Business Administration   | Berkeley, CA<br>2003-2005    |
| B.A.               | <i>University of California, Los Angeles</i><br>Major: Communication Studies <i>cum laude</i><br>Minor: Anthropology (sociocultural concentration)  | Los Angeles, CA<br>2000      |

## DISSERTATION: *Boxed in, set free: Curvilinear effects of constraint on creativity*

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Committee: Barry Staw (chair), Philip Tetlock, Cameron Anderson, and Robert MacCoun

My dissertation is about how constraint – restrictions imposed on freedom such as rules, boundaries, and scarcity – paradoxically influences the creative process. While creativity research historically holds that freedom from constraint is essential to creativity, recent work in the decision-making literature suggests a paradox of choice, such that too much choice can be paralyzing and undermine good judgment and satisfaction. Given that judgment and choice are important but often-overlooked aspects of creativity, my dissertation aims to resolve these apparently opposing theories. I theorize that constraint has a curvilinear effect on creativity, and conducted four studies designed to allow for non-monotonic effects. I test this theory using three lab experiments with individuals and one multi-method field study of 62 new product development teams. I also examine three moderators (expertise, power, and group conflict), and three mediators (perceived risk associated with originality, need for cognitive closure, and team value convergence).

As predicted, results show that constraint has a curvilinear (inverted U-shaped) effect on creativity and originality, despite its linearly negative effect on intrinsic motivation. These findings provide encouragement to organizations that are institutionally embedded, resource-scarce, or otherwise restricted. Creativity is resilient, and in fact performs best when given some challenge to overcome. The expected contribution is a resolution of competing theories from the creativity and decision-making literatures with regard to the benefits of freedom and choice in organizations and society.

## RESEARCH INTERESTS

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My research interests lie at the intersection of creativity, decision-making and culture with an emphasis on the ways in which the social environment shapes our strategies for generating and evaluating new ideas. I see creativity as a strategic process through which we not only solve problems and design new innovations, but we also seek to gain acceptance, status, and power. I believe in methodological pluralism and iterate between naturalistic and laboratory settings, and between quantitative and behavioral data. I make use of emergent technologies in my collection of a variety of data types. I have invested greatly to build rich, detailed data sets to deeply examine the relationships between multiple complex constructs.

Research interest areas: Creativity, problem solving, and innovation; idea selection; new product development teams; decision making; cognitive style; cognitive aspects of culture; group norm formation; group conflict; interpersonal perception; leadership.

## PUBLICATIONS

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Chatman, J. A., Wong, E., & Joyce, C. K. (2008). When do people make the place? Considering the interactionist foundations of the attraction-selection-attrition model, in Brent Smith (Ed.), *A Festschrift to Benjamin Schneider.*, pp. 65-88.

Joyce, C. K., Chatman, J. A., & Lyons, R. (2007). Innovation in services: Corporate culture and investment banking: *California Management Review*, Vol. 50, No. 1, p. 174-191

Hey, J. H. G., Joyce, C. K., Beckman, S. L. (2007) Framing innovation: Negotiating shared frames during early design phases, *Journal of Design Research*, Vol. 6. Nos. 1-2, pp. 79-99.

## PAPERS UNDER REVIEW

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Joyce, C. K., Jennings, K. E., Hey, J. H. G., Kalil, T., & Grossman, J. C.. Getting down to business: Using speedstorming to initiate creative cross-disciplinary collaboration (under review at *Creativity and Innovation Management*)

## PAPERS IN PROGRESS

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Joyce, C. K. Building constraints, developing ideas: Multi-level effects of early decisions on creative processes and outcomes in new product development teams

*In preparation for submission.*

Joyce, C. K. & Anderson, C. Why know thy neighbor? How accurately perceiving group values predicts individuals' status over time

*In preparation for submission.*

De Dreu, C. K. W., Nijstad, B. A., & Joyce, C. K. Conflict, cooperation and creativity: Effects of mental set on idea generation and idea selection in debates

*In data analysis stage.*

Joyce, C. K. Power and risky ideation: Position of power moderates the curvilinear effects of constraints on originality and creativity

*In data collection stage.*

Joyce, C. K. & Oldham, G. R. Time pressure, cognitive style, and creative idea generation and selection

*In study design stage.*

## **REFEREED PAPERS & CONFERENCE PROCEEDINGS**

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Joyce, C. K., Jennings, K. E., Hey, J. H. G., Kalil, T., & Grossman, J. C.. (2007). Getting Down to Business: Results Using Speedstorming to Initiate Creative Collaborations, Presented at the ECCI X 10th European Conference on Creativity and Innovation, Copenhagen Business School, Denmark. **Named one of best five papers at the conference.**

Joyce, C. K. & Chatman, J. A. (2006). Norm misperception in innovation work groups. Presented at the Academy of Management Meetings, Atlanta, GA.

Self, W., Chatman, J. A., & Joyce, C. K. (2006). The relative influence of leaders and group norms on performance. Presented at the Academy of Management Meetings, Atlanta, GA.

## **INVITED PRESENTATIONS**

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Jennings, K. E. and Joyce, C. K. (2007). Overcoming challenges to identifying creative collaborators in interdisciplinary work: Speedstorming and Structured Social Interaction, workshop given at the ECCI X 10th European Conference on Creativity and Innovation, Copenhagen Business School, Denmark.

Joyce, C. K. (2007). Speedstorming for creativity: Interdisciplinary research is hard to do but structured social interaction can help, *Group talk seminar*, at the Berkeley Institute for Design, Berkeley California.

Joyce, C. K. (2006). Value diversity and culture formation in team innovation, *Kurt Lewin Institute Organizational & Group Dynamics seminar*, Amsterdam, the Netherlands.

Joyce, C. K. (2006). Value diversity and culture formation in team innovation, *Seminar on Social Decision Making* at the University of Amsterdam, the Netherlands.

## **TEACHING EXPERIENCE**

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Instructor, BA-105: Organizational Behavior (Summer 2008; Haas School of Business)

Curriculum Advisor and Facilitator, Haas@Work innovation program (clients include Cisco Systems, Sunpower, Disney, and LAM Research) (2006-present)

Graduate Student Instructor, MBA-252: Negotiations & Conflict Mediation taught by Barbara Mellers, Ph.D. (Fall 2007; Haas School of Business)

Guest Lecturer, MBA-252: Negotiations & Conflict Mediation taught by Barbara Mellers, Ph.D. (Fall 2007; Haas School of Business)

Guest Lecturer, MBA-290-T-3: Innovation in Services and Business Models taught by Henry Chesbrough, Ph.D. (Fall 2007; Haas School of Business)

Graduate Student Instructor, MBA-290-L: Leadership (Fall 2006; Haas School of Business)

Guest Lecturer, MBA-290-P: New Product Development taught by Sara Beckman, Ph.D. (Fall 2005 & 2006; Haas School of Business)

## **FELLOWSHIPS AND AWARDS**

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2008 Institute for Business and Economic Research (IBER) research grant recipient

2008 U.C. Berkeley Xlab (Experimental Social Science Laboratory) research grant recipient

2006-2007 *California Management Review* Fellow

2006 Invitee to Annual Doctoral Dissertation Proposal Consortium, Organizational Management and Theory Division, Academy of Management Conference, Atlanta

2005-2006 Crawford Fellow

2004-2005 William H. Smith Scholarship Fund Recipient

2003-2004 Graduate Fellowship: William H. Smith Scholarship Fund Recipient

## **PROFESSIONAL ACTIVITIES AND AFFILIATIONS**

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New Doctoral Consortium, Organizational Behavior Division, Academy of Management Conference in New Orleans (2004)

Reviewer, Organizational Behavior division, Academy of Management national conference

Reviewer: *California Management Review*

Member, Academy of Management: Organizational Behavior, Entrepreneurship, Organization and Management Theory, Managerial Cognition divisions

Visiting Scholar, the Kurt Lewin Institute & the Department of Work and Organizational Psychology, University of Amsterdam, The Netherlands (2006)

## **PROFESSIONAL EXPERIENCE**

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|   |   |                   |
|---|---|-------------------|
| <i>Manager, Sales &amp; Marketing</i>   | <i>THAP! Corp., Emeryville, CA</i>                | <i>2001- 2003</i> |
| <i>Organizational Design Consultant</i> | <i>Spectrum Consulting, Los Angeles, CA</i>       | <i>2000</i>       |
| <i>Sales and Marketing Associate</i>    | <i>Edgesoft, Inc., Santa Monica, CA</i>           | <i>1998-2000</i>  |
| <i>Promotions Assistant</i>             | <i>Suissa Miller Advertising, Los Angeles, CA</i> | <i>1998</i>       |

**SERVICE AND OTHER INTERESTS**

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Leadership Team & Strategy Creation Facilitator for the *Global Social Venture Competition* and *NetImpact* leadership teams, Haas School of Business

High-Technology Industry Panel Coordinator, Women in Leadership Conference

Vice President, PhD Association, Haas School of Business

Mentor for *Yeah!* (Young Entrepreneurs at Haas), program for Oakland high school students.

Graduate, 16-day Multi-Element Outward Bound Course, North Carolina

Actress and singer (20 years of performing experience)

**REFERENCES**

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