

MEASURING EMPLOYEE CREATIVITY AND ITS IMPACT ON ORGANIZATIONAL CLIMATE WITH REFERENCE TO INFO PARK, ERNAKULAM

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Abstract ; The worldwide industries are facing many challenges. Those are Employee creativity, team creativity, organizational creativity, individual issues .The major objective of the study is to examine employee creativity dimensions with experience of the respondents in info park , Ernakulam. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 50. The primary data is collected through questionnaire . The secondary data is collected through websites, journals, magazines, references, etc which then analyzed by using ms excel. The hypothesis of this study were there is no significance relation between experience and employee creativity dimensions. This study to find out is the experience of the respondent influencing the employee creativity dimensions , we done a mean analysis where we could not able

to make a statistical justification and we tried with standard deviations . But both the values show there are slight differences in one dimensions and still not given a fair justification. We have further proceeded with the F- test . Managerial implications, limitations and recommendations for future research have also been discussed.

Key Terms; Employee creativity, team creativity, organizational creativity, individual issues

INTRODUCTION

Creativity is the ability to respond to all that goes on around us to choose from the hundreds of possibilities of thought, feeling, action , and reaction that arise within us, and to put these together in a unique response,

expression, or message that carries moment, passion, and meaning. Employee creativity contributes significantly to organizational innovation, effectiveness and survival . Organizational creativity studies stand that the driving engine of innovation in any organization is its employees, and it is through its employees' creativity that an organization is able to create and produce novel, potentially useful ideas about organizational products, practices, services or procedures. In fact, many researchers suggest that enhancing the creative performance of their employees is essential to companies striving to achieve a competitive advantage. The team creativity has an important role in the organizations. It will helps to achieve the organizational goals efficiently. Every organizations have personal /individual issues those are challenges, superior subordinate relationship, personal goals, risks, etc. Organizational climate is word commonly used in managing organizations of 21st century. Management and human resource practitioners consents that good organization climate is very critical in this era of globalization. Organizational climate should be nurtured and enhanced in organization so that employees are in position to be innovative and creative. Organizations need to grow, survive, compete, develop and make profits.

Therefore, organizational climate is the best option to motivate employees to work towards achieving organization objectives. The main purpose of the review is to identify the importance of organizational climate in an organization and its effects on employee performance. Employees should be motivated at whatever costs to minimize their intentions to quit from organizations. The major finding of the review is that organizational climate is not practiced in many organizations. Thus, good organization climate, enhances employee's loyalty, promotes positive image of the organization and enhances employee retention. The policy makers and other stakeholders will benefit from this study in the sense that it will be an eye opener to managers, human resource practitioners and other stakeholders to understand and appreciate the importance of organization climate in organizations in this era of globalization.

REVIEW OF LITERATURE

Zhenxing Gong, Zanzan Zhao, Haoyun Yu, Shuo Wang(2018), Creative performance is the main source of promoting innovation, enhancing competitiveness and getting competitive advantage of enterprises. Although the formation mechanism of creative

performance has been researched for a long time, the antecedents that drive creative performance still remain ambiguous, and the formation mechanism is still a black box. Firstly this paper points out the problems of the antecedents' research on creative performance. Then, by reviewing of current research, this paper finds that researcher solve these problems from the concept' focus, research level, research perspective. At last, putting forward the future research direction and indicate the way for the study of the creative performance by analyzing the difficulties existing in current research. **Nishanth chaturvedi (2019)**, In this study the data analysis findings indicate that all the hypothesis are accepted better quality of the organization culture that is characterized by a positive culture will lead to the improvement of the employee performance. The analysis findings also indicate that emotional intelligence and communication competence have significant impacts on employee performance. In other words, the higher capabilities are, the higher the employee performance that is generated. Further more, it is also indicated that organizational culture and emotional intelligence have significant impacts on communication competence. The findings indicates that the communication competence has a role as in intervening

variable that is capable of mediating the other two independent variable. As such, organizational culture and emotional intelligence has direct as well as indirect impact on employee performance.

Andrianto widjaja (2019), This study aims at finding out and analyzing if there is direct and indirect impacts of organizational culture, emotional intelligence, and communication competence on employee performance. To meet the aim of the study, the research instrument had been develop in the form of questionnaires that involved a number of indicators for the respective variables under stud^ly. The sampling techniques implemented was that of purposive sampling, while the implemented data analyzing method was that of path analysis. The findings of the study indicated that all the hypothesis were accepted in the sense that organizational culture, emotional intelligence, and communication competence had significant partial impacts on employee performance. **Jean Lee (2016)**,

suggest that organizational culture fosters affective commitment among knowledge workers, and the mediating role of perceived psychological contract fulfillment and moderating role of tenure in china. This study focuses on why and when organizational culture is related to workers affective commitment. The data are collected from 640 employees working in three high technology companies in china. Perceived psychological contract fulfillment factor is mediating between the

organizational culture and affective commitment. The researcher provides practical implications for international managers to design appropriate human resource management policies and practices in china.

OBJECTIVES OF THE STUDY

- The major objective of the study is to examine employee creativity dimensions with experience of the

respondents in info park , Ernakulam

RESEARCH HYPOTHESIS

- There is no significance relation between experience and employee creativity dimensions.

RESEARCH METHODOLOGY.

Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 50. The primary data is collected through questionnaire . The secondary data is collected through websites, journals, magazines, references, etc which then analyzed by using ms excel

TOOLS FOR ANALYSIS

The collected data from the respondents were first edited and coded. The statistical analysis of data was done through computer application using MS EXCEL . ANOVA(Analysis of variance) is used for this study.

Employee creativity Dimensions	Experience	Mean	SD	F test	sig
Organizational creativity					
My organization shares visions and goals clearly with all employees	0-2 years	1.9	0.53	.784	.508
	2-5 years	1.75	.82		
	5-8 years	1.9	.94		
	Above 8 years	2.375	1.31		
My organization implements techniques for increasing employees motivation and boosting their performance	0-2 years	1.6	.48	.322	.809
	2-5 years	1.83	.37		
	5-8 years	1.95	1.02		
	Above 8 years	2	1.15		
I perfectly understand my contribution to the companies high level goals.	0-2 years	2.6	1.28	.13	.937
	2-5 years	2.16	1.21		
	5-8 years	2.25	1.33		
	Above 8 years	2.25	.66		
Team creativity					
When necessary my working team uses an external expert.	0-2 years	1.2	.4	.826	.486
	2-5 years	1.66	.84		
	5-8 years	1.75	.99		
	Above 8 years	1.87	1.26		
I have frequent and open communication with my co-workers.	0-2 years	2.2	.979	.173	.914
	2-5 years	2.16	1.14		
	5-8 years	2.6	1.2		
	Above 8 years	2.37	1.31		
There are few conflict among team members at work.	0-2 years	2.6	1.42	.986	.407
	2-5 years	2	.816		
	5-8 years	1.95	.58		
	Above 8 years	2.37	1.11		
I am not afraid to express freely my ideas in front of an audience.	0-2 years	2.2	1.07	.725	.541
	2-5 years	2.58	1.25		
	5-8 years	2.2	.812		
	Above 8 years	2	.94		
Measuring of individuals/personal issues.					
I am able to achieve most of my personal goals at work.	0-2 years	2.1	1.13	.78	.97
	2-5 years	2.16	1.06		
	5-8 years	2.35	1.35		
	Above 8 years	2.62	1.40		
I am not afraid when facing challenges at work.	0-2 years	3.3	1.18	.03	.98
	2-5 years	3.33	1.24		
	5-8 years	4.05	1.28		
	Above 8 years	3.25	1.39		
I feel confident that I can perform creatively on many different task at work.	0-2 years	4.2	1.16	.13	.93
	2-5 years	3.16	1.14		
	5-8 years	3.85	.96		
	Above 8 years	2.62	1.21		
I like taking risks at work	0-2 years	3.4	1.42	.22	.995
	2-5 years	3.58	1.18		

	5-8 years	2.9	1.47		
	Above 8 years	3.6	.99		
My colleagues think of me as a creative employees	0-2 years	3.6	1.11	.78	.971
	2-5 years	2.41	1.25		
	5-8 years	3.35	1.10		
	Above 8 years	3.62	1.31		
Creativity at work is important to me.	0-2 years	1.8	1.16	.926	.43
	2-5 years	1.75	1.16		
	5-8 years	1.55	.92		
	Above 8 years	1.37	.48		

Anova table showing mean difference between the experience of the respondents and employee creativity dimensions

Interpretation

From the above table we taken a study to find out is the experience of the respondent influencing the employee creativity dimensions , we done a mean analysis where we could not able to make a statistical justification and we tried with standard deviations . But both the values show there are slight differences in one dimensions and still not given a fair justification. We have further proceeded with the F- test . Statistical formula in excel is used. Those are Mean = (=AVG), Standard Deviation = (=STDEVPA), F Test = (=FTEST(array1,array2)), Sig = (=FDIST, deg of freedom1,deg of freedom2)). The dimensions in team creativity When necessary my working team uses an external expert got a f value of .82 and a significant value of .48, and There are few conflict among team members at work got a f value of.986 a significant value of .407, and the dimensions in measuring individuals got a f value .926 and a significant value of .43, which is lesser

than 0.05. only for this dimensions we reject the null hypothesis at 95% confidence level.

RESULTS

The dimensions in team creativity When necessary my working team uses an external expert got a f value of .82 and a significant value of .48, and There are few conflict among team members at work got a f value of.986 a significant value of .407, and the dimensions in measuring individuals got a f value .926 and a significant value of .43, which is lesser than 0.05. only for this dimensions we reject the null hypothesis at 95% confidence level . We have further proceeded with the F- test . Statistical formula in excel is used. Those are Mean = (=AVG), Standard Deviation = (=STDEVPA), F Test = (=FTEST(array1,array2)), Sig = (=FDIST, deg of freedom1,deg of freedom2)).

DISCUSSIONS

Organizational members perceive their objectives and assignments as significant challenges. The tasks they do are noteworthy and they pay attention to the development and the survival of the company. Employees can freely suggest ideas, collect information, interact with colleagues inside or outside the organization, and take advantage of this freedom. They are not tied by internal communication rules. New ideas and change initiatives are welcomed. People get a common ground and support new proposals. People are daring to declare their own opinions because they trust each other.

CONCLUSIONS

Creative organizational climate is a key driver of increased innovative activity within companies. The heart of innovation management is creativity that emerges from combining different kinds of knowledge and expertise. It has an outstanding contribution to the competitive advantage of the organization, in case it is managed well. When we studied about employee creativity dimensions other dimensions should be included such as compensation and benefits, working environment, training and development, communication, etc. Further research is recommended to involve more companies and analyze organizational climate within the same industry. Based on this, governmental

organizations might be able to focus or refocus the innovation grants at macro level. Further research on innovation and creative organizational climate could serve decision makers and increase national competitiveness. It is important to emphasize that innovation also requires significant financial resources. In order to undertake innovative initiatives and achieve great innovations companies should all be aware of those organizational factors and strategies that influence innovation.

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