



KABARAK UNIVERSITY

6TH ANNUAL INTERNATIONAL RESEARCH CONFERENCE

FACTORS DRIVING CREATIVITY AND FUTURE DIRECTIONS FOR ECONOMIC EMPOWERMENT

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14/07.2016

Introduction / Background

creativity is an indispensable ingredient in economic development over the long period. It refers to how institutions approach problems and solutions within the capacity to bring ideas together in new combinations. Creativity arises from the need for efficiency, economy, effectiveness, performance, innovation ethics and market concerns. In an ever-changing global economy, Johnson and Scholes (2002) noted that institutions must find ways for operating by developing new competences as the old advantage and competences gained are rapidly eroded owing to dynamics of the environmental changes. Because of the fact that changes are a necessity in private and public sector, every institution must change with the environment otherwise, they would become irrelevant.

Statement of the problem

changes, global competition, and an increasingly demanding environment have made the ability of institutions to innovate crucial to long-term performance. In order for the organization to survive and succeed in a competitive business environment, organizations nowadays constantly seek out new technologies, products and markets. In many instances, the organizations are occasionally faced with challenges that require them to adjust or change when having to respond to new developments, crises or simply as part of their expansion or restructuring processes. The study explored the disconnect in the manner to which the lack of creativity influenced employees intrinsic motivation as a means for the businesses to sustain their businesses and hence give them freedom and autonomy.

Study objectives

study sought to:

to establish the extent to which created thinking skills, expertise, support and new systems address the new realities, particularly economic empowerment in the society

Brief literature review

creativity engenders divergent thinking, the practice of creating something out of nothing and its association with manual and/or artistic work. The main objective is to come up with more innovations and value creation. Some scholars (Amabile, 2008; Sutton, 2001) say that there are no new ideas, only new configurations of old ideas. This definition reveals that creativity is still a process. From the previous research there are 25 issues that arise in employees' creativity practices namely the role of ambiguity and conflict, job satisfaction, supervisors expectations for employee creativity, supervisor creativity-supportive behaviour, employee view of creativity, organizational support, committed resources, organizational culture as imperative, intrinsic motivation, autonomy and task complexity, co-workers, leadership, work setting, reward, coworker support, supervisor feedback environment, self-concordance, empowerment climate, psychological empowerment, need for achievement, power, and affiliation, organizational culture, traditional and cooperative culture, and emotional intelligence.

Theory

study adopted the RBV theory which conceptualized creativity as a resource and Value as stimulant/catalyst for future reaction and hence subsequent empowerment.

Conceptual Framework

Independent Variable

Creative thinking Skills

advertise

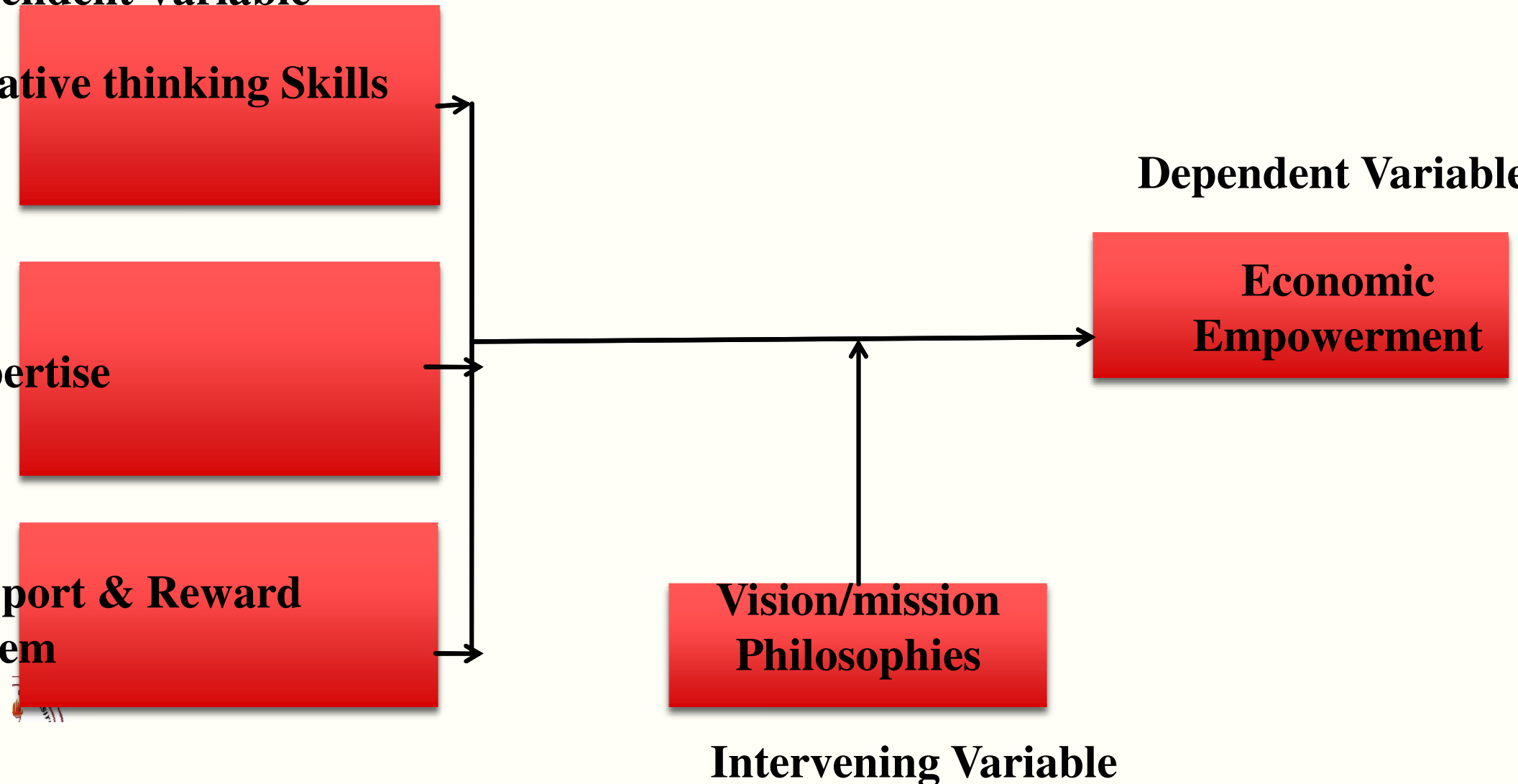
**Support & Reward
em**

Dependent Variable

**Economic
Empowerment**

**Vision/mission
Philosophies**

Intervening Variable



Methodology

Research assumed a survey study, based on evidence produced through two different research methods; a questionnaire and interviews, while convenient sampling was used to test the data. Stratified random sampling used to allocate size of the samples.

Target population was 353 but the sample used was 97.

Questionnaires were used to collect data and a response rate of 97% was obtained.

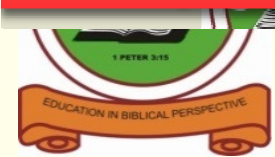
Testing was done in done in Naivasha to ensure enough precision. Cronbach's coefficient alpha value was 0.7227. Pearson's Correlation regression analysis was used.

Findings / Results

The correlation summary indicates a strong but significant association between the independent and dependent variables. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases. It was found that creative thinking skills was most significantly influenced by support and reward system and expertise.

Table of findings

Table of Correlations



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		Creative Thinking	Expertise	Support & Reward	Empowerment
Creative Thinking	Pearson Correlation	1			
	P-Value	0.001			
Expertise	Pearson Correlation	.654**	1		
	P-Value	0.000			
Support & Reward	Pearson Correlation	.878**	.765**	1	
	P-Value	0.009	0.008		
Empowerment	Pearson Correlation	0.791**	.680**	.742**	1
	P-Value	0.001	0.00	0.000	

Regression

Summary				
Model	R	R ²	Adjusted r ²	Std. Error of the Estimation
Model 4	0.711	0.728	0.7289	1.929

Predictors: (Constant), Economic Empowerment

Predictors: (Constant), Creative thinking skills, Expertise, Reward and support.

Findings indicated that the model coefficient was 0.728 which indicates that the model predicted over 73% of the change in the independent variable. The relationship was significant considering the coefficient of determination of 0.711. The model was adequate in this case as indicated by the Durbin-Watson statistic value of 1.929 which is in the range of 1 to 2.

Conclusions

**study concludes that creativity is crucial
efficient for economic sustenance on its own
ever suggests that together, creativity
novation be nurtured to incorporate
pectives, hence enhance the problem-sol
cess and aid purposeful reflection.**

Recommendations

Recommendations are made, advising businesses to embrace creative processes as the bedrock of driving the country's economic success, without overestimating their gravity.

Areas for further study

study recommends that further research be conducted to shed light about how creativity can be measured and tapped in start-up businesses to enable more agile and responsive research and innovation mechanisms can be accomplished.



Thank you