

Research Article

Investigation of Relationship among the Organizational Culture and Creativity

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Abstract: The current research objective is evaluating the link amid the organizational culture and creativity of Tehran Education Organization managers. In this research the data set utilized involved all experts and managers of Tehran Education Organization. In this study data set is incorporated as a sample 230. The research conducted utilizing independent groups t-test, one-way analysis of variance, Pearson correlation test, LSD post hoc test and also multiple regression tests. Outcomes show a positive correlation amid the organizational culture and creativity of Training Organization's managers.

Keywords: Creativity, organization, organizational culture, Tehran education organization

INTRODUCTION

In addition to day by day advancement of learning, innovation and information stream, directors of associations might oblige higher instruction and improvement of abilities to keep pace with the improvement of learning and engineering, with the goal that the associations might interface and handle the issues using the group learning and through thought of new and imaginative thoughts.

To this impact, leaders might require a force of perception and attitude to help them distinguish the interior and outside powers of the association. Robert Queen accepts: recognition of a firm is a central venture to recognition of firm and execution and conduct or its staff. This is because of the way that modifications and new introductions may be effectively expedited and affected by the society. Unluckily, Richard (1996) reported that organizational culture enhancement is not measured as a significant crucial leaders responsibility. However Yun (2007) indicate that there are many other investigators have delineated the culture as a predictive element indicating organization success. Researchers indicate that knowing of the organizational culture as a powerful theoretical tool for organization development is very important.

Creativity is significant elements causing survival and dynamism of organizations. Creativity may not only happen in the individual thoughts, as a proper situation begets creative thoughts (Meisam *et al.*, 2013). The organizational creativity and culture are two imperative components behind dynamism and accomplishment of every association, this study is arranged to assessment of the connection amid the

organizational creativity and culture of managers of Tehran Education Organization (Meisam *et al.*, 2014).

MATERIALS AND METHODS

The current study conducted descriptive and correlational research as field study. The set of data involves experts and managers within Tehran Education Organization numbers 230. In this research, statistical samples is equal the data set, while as selection method is utilized census. One hundred and seventy five questionnaires have been distributed but some questionnaires are incomplete or never returned. Current study has analysis data by the descriptive statistical method. Therefore, Pearson correlation coefficient is utilized at a significance level of $\alpha = 0.05$ to determine the link amid the organizational culture components and creativity.

RESULTS AND DISCUSSION

Table 1 is showed research findings. Results of this research presented that there is positive link amid the organizational culture and creativity of Tehran Education Organization.

The main goals of this study are to appraise the association amid organizational culture indices and creativity in the data set that outcomes are represented as follow.

Table 2 represents that comparison of organizational culture indices the lowest and highest indices owned by concentration to the customers and adapting to changes.

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Table 1: Correlation amid organizational culture and creativity

Variable of statistical index	Level of significance (p)	Number of samples (n)	Correlation coefficient (r)
Creativity	0.045	175	0.15
Organizational culture			

Pearson correlation coefficient

Table 2: Correlation amid organizational indices and creativity

Statistical indices organizational culture indices	S.D.	Avg.	Max.	Min.	Value	Correlation
Organizational culture	13.76	82.19	108	41	0.045	0.15
Adapting to changes	2.91	15.47	23	7	0.190	0.10
Coordination of work groups	3.10	16.66	25	7	0.593	0.04
Achievement of goals	3.27	16.36	25	8	0.140	0.11
Attention to clients	3.53	17.03	25	9	0.029	0.17
Power of organizational culture	3.71	16.67	27	8	0.010	0.20
Creativity	7.83	3.34	28	-14	-	-

S.D.: Standard deviation; Max.: Maximum; Min.: Minimum; Avg.: Average

Furthermore, relation evaluation of the creativity and previously mentioned with creativity indicated that a link amid the organizational culture power, attention to the creativity and clients is exist. May be there is no link established amid work groups coordination, goals achievements, adapting to creativity and changes.

DISCUSSION AND CONCLUSION

The current research result represented that a link amid organizational culture and creativity of Tehran Education Organization is exist. The research outcomes are in agreement with those of Goncalo and Staw (2005), Sharadindu and Sharma (2009), Andriopoulos (2001) and Martins and Terblanche (2003). Chusmir and Leonard (1987), Bayat (1996) and Patricia (2001) concerning the significance of the organizational culture for institutionalization and encouragement of creativity in an organization. Furthermore, there is a link amid the organizational culture power and managers creativity in Tehran Education Organization. Organizational culture power shows an agreement among organization members in connection with significance of particular values. If a complete agreement exists on the significance of values organization has a powerful culture, whereas if like an agreement possibly not achieved entirely it has a weak culture. The current research findings conform to the results of Ghahreman (2007) as well. Moreover, enhancement and improvement of organizational culture power will set the scene for staff support in the direction of entrepreneurship, innovation, creativity and enlarged performance. There is no association noted amid work groups coordination, goals achievement, adapting to creativity and changes.

The current research results is not conform the results of Ghahreman (2007) regarding existence of a positive significant link amid the above-said variables and creativity. May be there is difference due to unsuitable bonus system with respect to objectives achievement rate, unclear expectations and goals from people and work groups, decisions centralization and also not clear staff role in change utilization and processes of traditional methods. The current study is not indicating a linear link amid the organizational culture and creativity. This difference is may be because of the distinction amid the data sets and several

cultures especially in small work groups, on top of distinction of the existing structures impacted through those cultures. It clears from the theoretical principles that the creativity and organizational culture are impacted through other elements like the structure of the organization, leadership style as well.

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