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Employees Creativity and Organizational Climate of V-Guard Industries Pvt. Ltd at Info Park Kerala

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Abstract: ***The worldwide industries are facing many challenges. Those are Employee creativity, , organizational climate, innovation etc. The major objective of the study is to examine employee creativity dimensions and organizational climate dimensions .those dimensions are compared with experience and educational qualification of the respondents in info park , kerala. 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. And there is no significant difference between educational qualifications and organizational climate dimensions .This study to find out is the experience of the respondent influencing the employee creativity dimensions and educational qualifications of the respondent influencing the organizational climate 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: info park, creativity, organizational climate, innovation

I. INTRODUCTION

Info park located at Kochi, It is owned by government of kerala. In 450 companies employ more than 50000 professionals as of 2020. After the completion of phase 2 they would employ close to 80000 professionals. Total number of employees in info park is 42000**.** Info park located at Kochi, is the new IT Park being developed by the Government of Kerala. To set up this project, Government has transferred 100 acres of land which is now under the ownership and possession of Info parks Kerala, which is an independent Society fully owned by the Government. Info park has ambitious plans to become one of the major IT Parks in the country. With this vision, it has been growing fast ever since its inception in 2004, and within a short period of time, has attracted investments from IT majors like Tata Consultancy Services, Wipro, Affiliated Computer Services, OPI Global, IBS Software Services and US Technology. Because of the fast growth rate achieved and strategic positioning of the Park in the upcoming city of Kochi (previously known as Cochin), Info park is well known among the IT/ITES (information Technology Enabled Services) investors as a very potential destination.

A. V-Guard Industries Ltd.

Founded in 1977, V-Guard Industries Ltd. ('V-Guard') is a reputed Indian company manufacturing innovative and experiential products in the categories of Electronics, Electricals and Consumer Durables. Innovation & Design Capabilities are continuously scanning the horizon to create innovative and thoughtful products that can make a meaningful difference in the lives of our consumers. Their Operational Highlight is Launched exciting new products across categories to further drive V-Guard's commitment to bring forth meaningful innovations that enrich the lives of our consumers.

B. Creativity

Simply put, creativity involves transforming your ideas, imagination, and dreams into reality. When you're being creative, you can see the hidden patterns, make connections between things that aren't normally related, and come up with new ideas. Creative ability depends on creative thinking which is part hard work but largely creative problem-solving. Creative ideas emerge in many situations, careers, hobbies, and works. 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

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innovation, effectiveness and survival. 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.

C. Definition

Mihaly Csikszentmihalyi, the author of the book "Creativity: The Psychology of Discovery and Invention," gives a pretty hefty definition of the word. He said, "Creativity is a central source of meaning in our lives … most of the things that are interesting, important, and human are the results of creativity… [and] when we are involved in it, we feel that we are living more fully than during the rest of life."

II. FACTORS AFFECTING CREATIVITY

A. Individual Factors Affecting Creativity.

Individuals make new ideas and develop them for useful applications. Creativity and innovation studies have altogether insisted on factors at individual level [47]. Although results of these studies are usually complicated, they can be categorized in three following key groups which affect individual abilities along with creation of new thoughts:

1) Capability
2) Motivation
3) Dispositions or Personality Characteristics

B. Organizational Factors Affecting Creativity.

Initial observations on requirements of idea management, attract attentions toward the enterprise and establish valuable influences on both creativity and innovation. Numerous studies have been accomplished on influence of the enterprise level on innovation and creativity [17, 55].

1) Organic Structure
2) Reward System.
3) Supportive Leadership Style.
4) Financial and Strategic Control.

III. ORGANIZATIONAL CLIMATE

Every organization has its own structure, system, culture, norms, values and traditions. The main components in the organizations are authorities, employees and clientele. All these organizational components creates organizational climate in an organization. Now a days organizational climate has become a mature concept in management. There are several approaches to study organizational climate. One such approach is effect of organizational climate on employee motivation. Climate of organizations affect motivation of its employees. The present study uses a comprehensive framework that focuses on assessing effect of organizational climate on employees motivation in industries. Organizational climate is a mixture of norms, values, expectations, policies and procedures exist in an organization that influence job motivation, commitment and satisfaction of individual in the work or organization itself.

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.

A. Definition

Organizational climate is defined Forehand and Von Haller as a set of characteristics that (a) distinguish the organization from the other organizations, (b) are relatively enduring over time, and (c) influence the behavior of the people in the organization .

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IV. REVIEW OF LITERATURE

This chapter discusses about the literature review, review of relevant theoretical model, conceptual framework and hypothesis development. It presents the issues and factors, ideas and opinion and results of the research that others have undertaken in the study area.

Nicola cangialosi, Carlo Odoardi & Adalgisa battistelli(2020) This study aim to explore the relationship between learning climate , in the dimensions of learn facilitation and error avoidance, learning potential of the workplace and innovative work behavior survey data were collected from a sample 374 employees and their and their supervisors from an automatic food distribution company in central Italy. Structural equation model have been conducted to empirically test the hypothesis. The findings offer guidance for organizations that aim to strengthen employee driven innovation , highlighting the importance of learning climate and potential. The study aims to investigate the nexus of between role identity, self-efficacy, feeling of energy, and employee creativity in the hotel industry of Korea. The hypotheses depicting the relationship among the variables have been proposed based on a review of existing literature. The number of 215 cases was used for final analysis and the results were explained through structural equation modeling. The results indicate the hotel employees' role identity and creative self-efficacy positively influenced their feeling of energy.

Wenjing Cai , Svetlana Khapova , Bart Bossink , Evgenia Lysova and Jing Yuan (2020). We systematically review empirical studies on predictors of employee creativity published in the past 30 years and organize findings following an established human resources management framework: Ability–Motivation–Opportunity (AMO) theory. This organizing framework enables us to clearly depict how contextual factors (a) separately and (b) jointly influence individual employee creativity. Specifically, it enables us to depict two possible models—combination and multiplicative models—through which contextual factors interact with individual factors in predicting employee creativity. Through synthesizing evidence for each of the models, we demonstrate to scholars and practitioners what is known about the interactional effects of contextual and personal factors on employee creativity, and what still needs to be studied if we are to take the field of research on creativity in the digital era forward. YAPING GONG, JIA-CHI HUANG& JIING-LIH FARH (2009) We examined the relationship between employee creativity and job performance. Furthermore, we identified two learning-related personal and situational variables—employee learning orientation and transformational leadership—and examined their effects on employee creativity was positively related to employee sales and to supervisor-rated employee job performance. Employee learning orientation and transformational leadership were positively related to employee creativity, and these relationships were mediated by employee creative self-efficacy. We discuss the implications of these findings for creativity theory and research, as well as for management practice. REKHA KHOSLA(2016), the result of the study indicate that organization culture has a significant impact on organizational effectiveness . The organizations need to develop a performance driven organization culture to bind the employee for high performance to sustain the competitive advantage. Masood Ul Hassan, Ayaz Ahmad Malik, Amna Hasnain, Muhammad Farooq Faiz and Javaria Abbas(2013) Creativity has vital impact on organizational performance and when it is the case of service firms, the creativity of frontline employees become more crucial. This study investigates the role of contextual factors such as job complexity and relationship with supervisor on employee creativity that in turn have positive effect on firm's innovation and performance. This study further investigates that employee intrinsic motivation mediates the relationship between contextual factors and employee creativity. Data were collected through convenient sampling from banking employees working in different branches of seven Pakistani banks operating in Multan city through 164 questionnaires which then analyzed using SPSS 16. The results showed the direct relationship of job complexity and supervisory relationship with employee creativity keeping the mediating variable unaffected. Further, employee creativity has shown significant positive relation with organization innovation capability and firm performance. Managerial implications, limitations and recommendations for future research have also been discussed. According Tidd and Bessant (2014) the innovation process in organizations needs to be managed in a systematic or integrated way, which would require strategic leadership and direction (e.g. innovation strategy), building an innovative organization (e.g. the structure and climate that enables people to innovate), and networking for innovation (e.g. both internal and external collaboration). Thus, investigating the organizational climate is clearly not an isolated endeavor as it relates to parallel concepts such as leadership and direction, resources, and collaboration, for instance

A. Objectives Of The Study

1) To study employee creativity dimensions with experience of the respondents in info park ,kerala.

2) To study organizational climate dimensions with educational qualifications of the respondents in info park, Kerala.

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B. Research Hypothesis

1) There is no significant difference between educational qualifications and organizational climate dimensions

2) There is no significance difference between experience and employee creativity dimensions.

C. Research Methodology

The research design used here is analytical research wherein the collected data are analyzed and critical evaluations are made to solve problems. It is primarily concerned with testing of hypothesis and specifying and interpreting relationships. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 50. The primary data is collected through questionaire . The secondary data is collected through websites, journals, magazines, references etc.

V. 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.

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

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		

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1) *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 fredom1,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.

B. Anova table showing mean difference between the educational qualification of the respondents and organizational climate

Organizational Climate Dimensions	Qualification	Mean	sd	F test	sig
Working environment					
The company provides suitable and comfortable working conditions	Diploma	2.5	1.28	.60	.65
	UG	3	1.41		
	PG	2.5	1.4		
	Professional	2	.63		
	others	2.6	1.35		
On my job I have sufficient	Diploma	2.5	1.26	.53	.70
	UG	1.6	.57		
	PG	1.8	1.3		
	Professional	1.7	1.25		
	others	2.2	2.09		
The management does a good job of keeping me informed about matters affecting me opportunities to use my personal talents and use my initiatives.	Diploma	4	1.4	.28	.88
	UG	4.66	.57		
	PG	4.09	1.23		
	Professional	3.2	1.93		
	others	5	0		
The benefits and welfare provided to the employees are good.	Diploma	3	1.5	.46	.76
	UG	3.33	.57		
	PG	2.9	1.4		
	Professional	3	1		
	others	3.2	1.4		
Flexible working hours and environment are provided to all for retention and high satisfaction	Diploma	3.6	1.26	.34	.83
	UG	3.33	2.08		
	PG	3.9	.95		
	Professional	3.5	1.08		
	others	3.8	.44		
Training and development					
Most department review their work on a regular basis	Diploma	1.5	.67	.54	.70
	UG	2.33	1.24		
	PG	2.4	1.36		
	Professional	2.3	1.34		
	others	3	1.41		
I have received the training I need to do a good job	Diploma	1.8	.97	.38	.99
	UG	1.3	.47		
	PG	1.8	.84		
	Professional	2	1.95		
	others	1.8	.4		
The training I receive is of high quality	Diploma	2.4	1.11	.41	.79
	UG	4	1.4		
	PG	3	1.4		
	Professional	2.6	1.4		
	others	2.4	.48		
I feel my company as a good place for career growth and development	Diploma	4.1	.7	.35	.84
	UG	3.6	1.24		
	PG	3.18	1.46		
	Professional	2.4	1.35		
	others	3.2	.97		
Superior and subordinates relationship					
I get complements from the supervisor for my achievements.	Diploma	2.6	1.42	.31	.86
	UG	1.66	.47		
	PG	3.18	1.33		
	Professional	3.3	1.18		
	others	3	1.67		
I have a good relationship with my supervisor.	Diploma	1.8	.6	.16	.95
	UG	2.33	1.24		
	PG	2.22	1.08		
	Professional	2.5	1.02		
	others	1.8	.4		
My supervisor listens to my opinion	Diploma	3.6	1.3	.46	.75

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	UG	3	1.63		
	PG	2.54	1.19		
	Professional	2.6	1.2		
	others	2	1.09		
My supervisor helps me when I have personal problems.	Diploma	3.2	1.07	.62	.64
	UG	2.66	.94		
	PG	3.04	1.22		
	Professional	3.3	1.34		
	others	1.2	.4		
communication					
People in this company do not spend too much time on unessential	Diploma	1.3	.45	.31	.86
	UG	1.66	.47		
	PG	1.9	1.12		
	Professional	1.8	1.16		
	others	2.2	1.16		
My department works well with other department	Diploma	2.3	1.4	.36	.83
	UG	3	1.4		
	PG	2.3	1.3		
	Professional	2.8	1.4		
	others	2.2	1.4		
My department receive all the information it needs to carry out its function well .	Diploma	1.5	.92	.64	.63
	UG	1.6	.47		
	PG	1.8	1.4		
	Professional	1.8	1.16		
	others	2	1.5		
General communication is effective in this company	Diploma	3.1	1.44	.61	.65
	UG	2.6	.47		
	PG	2.8	1.3		
	Professional	3.2	1.4		
	others	3.2	.4		

1) *Interpretation:* From the above table we taken a study to find out is the qualification of the respondent influencing the organizational 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 . The dimensions in organizational creativity, which is greater than 0.05. so ,we accept the null hypothesis at 95% confidence level.

VI. 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 fredom1,deg of freedom2)). The dimensions in organizational creativity, which is greater than 0.05. so ,we accept the null hypothesis at 95% confidence level.

VII. LIMITATION AND RECOMMENDATION

In this study only 50 samples are included. For increasing the accuaracy and efficiency we should collect more samples from this company. In this article I studied employees creativity and organizational climate in v- guard industries at info park kerala. There are 450 companies and more functioning there.i studied only a company in the info park. The most o f the companies in the info park are IT based companies. The detailed study required for measuring organizational climate. The detailed study of v-guard industries helps to compare with the other organizational climate and employees creativity.

VIII. CONCLUSIONS

This article aims to give an insight in different ways to look at creativity in an organisation and how creativity can be measured. This might help to give management an indication at which levels creativity can be measured and influenced, so that they are able to improve the creativity and innovative results of the organisation. The conclusion is that creativity is a complex set of parameters mutually influencing each other. Therefore it is necessary to use a complex set of measurements. A final answer on which key measures are necessary is not delivered in this article, as the objective of this article is to start a discussion between experts in the field of Creativity & Innovation on this topic and maybe realise a new system where Measurement Domains are allocated to creativity research.

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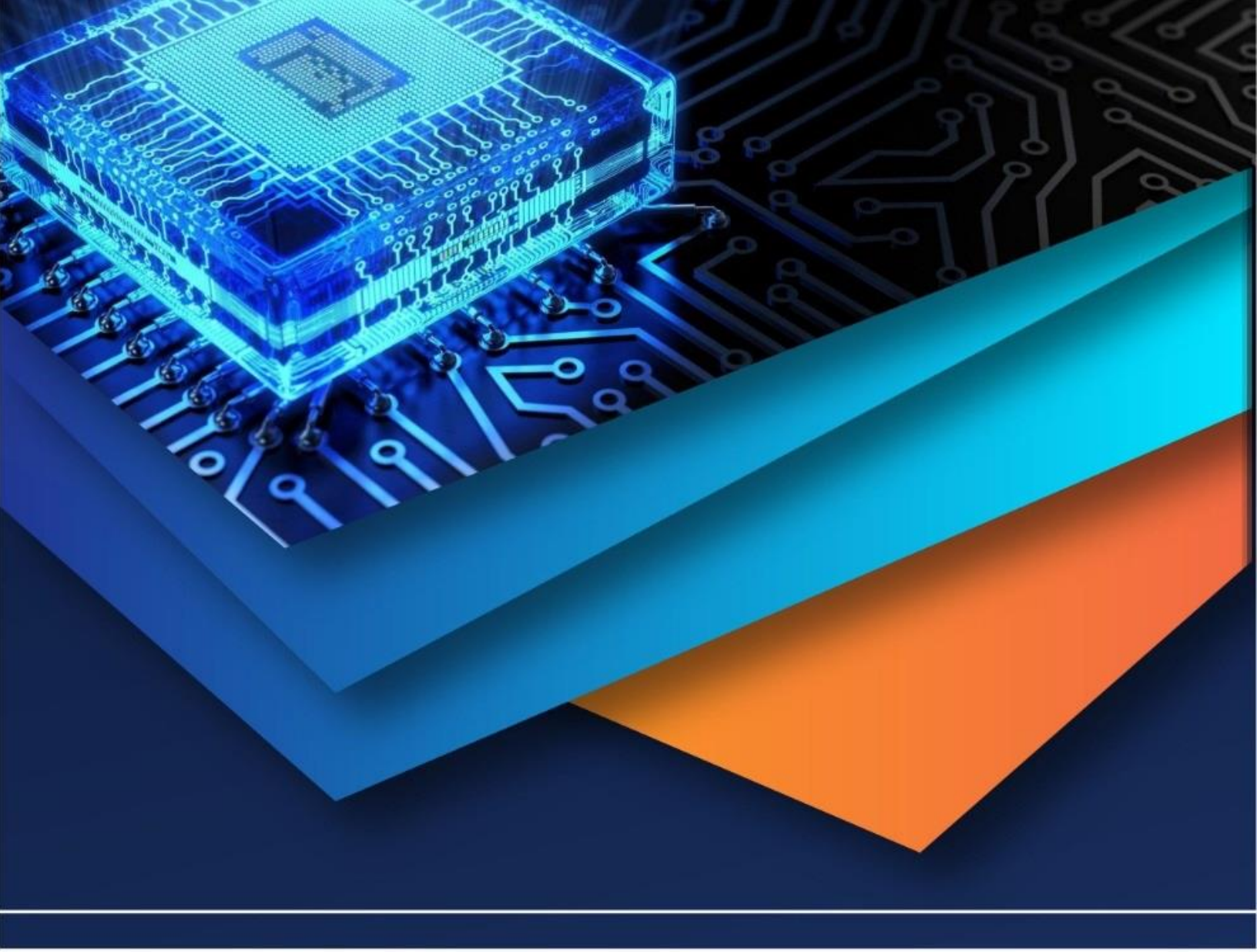

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