

ENVIRONMENTAL IMPACT OF ASSESSMENT OF CREATIVITY IN ORGANIZATIONS

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Abstract

The method of research and study utilizes a questionnaire. In order to study, examines the impact of the environment on creativity in education management organizations, point of view of students of Islamic Azad University Qom took place. The study population included 256 patients who were selected because of the low number of sampling were used against the community. A questionnaire was used to collect data. To analyze the data, descriptive and chi-square test was used for data validation. The results show that there is a significant relationship between creativity and organization.

Keywords: management, organization, creativity.

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Introduction:

Training and identify talented and creative in every period of history, the goal of education is that creative people are. The enormous progress of medical sciences and arts management literature owe their efforts and they are responsible for the progress of civilization in all human societies.

With the advancement of science and technology to achieve these goals and aspirations, although more is possible but it is also riskier. In parallel with the development of science in various fields such as psychology, sociology and anthropology, man learned that these factors create new problems for individuals and communities. Norbert Elias netted quoted believes that creativity is a mysterious gift that just a handful of people but the quality is not granted. The entire structure of social institutions (where people live and work) is affiliated. Thus, the lack of creativity among people mainly in the social structures of the organizations sought. (Vafai, Moshabaki, 1385, p 9)

On the other hand, the need for creative talent and resolve bottlenecks in the community, particularly in developing and creating methods and techniques that will lead to self-sufficiency and freedom from dependency. It is also important to recognize the need to create conditions and environment through the provision of modern methods.

Creative thinking is one of the main aspects of thinking. Creativity and deliver innovative thinking and design to improve the quantity or quality of an organization's activities. (Seydjvady; Karami, 1386, p 15)

In connection with the study several studies have been done that are typically referred to some of them:

Sheikh Alizadeh (1385) The relationship between organizational culture and

creativity of Physical Education Offices province studied. To obtain the desired results of 50 questionnaires were sent to managers, 92 percent were returned completed questionnaires by the directors. To collect information from the questionnaires (valid and reliable) under the title: Organizational Culture and Creativity Questionnaires Use the round step The method of Spearman correlation, Kruskal-Wallis and Whitney U test to analyze the data. Get between all the components of organizational culture. There was a significant positive correlation with creative directors.

Faizi (1386) examined the impact of participative management styles, traditional and creative teacher: A case study of Tehran and received high correlation between management styles (traditional, balanced and participatory) payment and creativity, his data showed that the relationship between management styles and creativity of teachers is positive and significant difference between male and female managers are creative style.

Alizadeh (1386) examined the effectiveness of creativity training on enhancing the entrepreneurial attitude of the unemployed in Tehran. With comfort and control groups received the experimental study on the effects of rising unemployment there is significant entrepreneurial attitude.

According to research conducted've come to the conclusion that only a part of the research. The objective of this study is similar to that of the previous research has not examined

The following question was raised as to what was said:

Are environmental influences in creating creativity in organizations?

Research Methods, Instruments, population, sample and sampling

In this study, the survey method (applied) used statistical population is a collection of individuals or objects that have similar characteristics and are measurable. (Sarai, 1372, p 37).

The population in this study, all students of Educational Sciences, Islamic Azad University Qom. The number of the students in the study population included 256 patients. The educational status of 56 freshmen and 45 sophomores and 44 third year and 78 fourth-year university. Sampling means selecting a number of events, objects of a defined community as a representative of the community, then the sample is a part of the community. The population is representing and indicative. The goal is that all sampling was based on a subset of a detailed statement. And the significance of the Group are presented. (Wolfe, Richard, 1371, p 195). The study population included 256 cases were presented to all the community questionnaire and the sampling is not used. In addition to gender and year of entry to school deals. Choice of data collection tools and methods will depend on objectives as previously described and in order to get the information from the questionnaire was used. The researcher made questionnaire and Likert response packets, respectively.

Results

On the question of the environment is an important contribution to creativity in organizations,

Table 1-1 Inventory Analytics organized by the chi-square formula

O	E	O-E	O-E ²	O-E ² /E
136	51	85	7225	142

117	51	66	4351	85
2	51	-49	2401	47
0	51	-51	2601	51
0	51	-5	2601	51
				$\Sigma = 376$

Analysis: Since the calculated chi (376) with 4 degrees of freedom and a confidence level of 95% and a = 0/5 Critical Tables (9/49) is larger then the null hypothesis is rejected and the research hypothesis is confirmed.

We conclude that the observed frequencies and expected there were no significant differences between creativity and the environment are related.

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