

Review the Relationship between Creativity and Organizational Atmosphere and Organizational Deadlines Moderating Effect on Them in the Hospitals of Bushehr Province

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Abstract

Introduction: In today's rapidly changing world, increasing environmental developments (political, economic, technological, etc.) will allow organizations and companies to survive and adapt to the changing environment needs to support creative ideas and innovative staff themselves.

Materials and Methods: The present study investigates the relationship between creativity and organizational atmosphere and moderating effect on their corporate deadlines, therefore, in order to fulfill this goal and to test research hypotheses, the necessary information is collected using the questionnaire and randomly Complex statistical community hospitals in the province and with a sample size of 366 people.

Results: Based on the findings, there was a significant positive correlation between the two variables of organizational atmosphere and creativity, while the variable of organizational atmosphere plays a moderating role on relationship between these two variables organizational deadlines. The

findings also vary based on creativity; while supporting the most significant positive correlation and correlation dimension has a positive and significant relationship with the working pressure is an inverse relationship.

Conclusion: From this, it can be concluded that the environment and more flexible organizational atmosphere and management staff are able to provide greater freedom, their creativity and innovation will be more.

Keywords: creativity, organizational climate, organizational deadlines, Bushehr University of Medical Sciences

1. Introduction

The rapid growth of environmental changes will allow companies and organizations to maintain their survival and development required to meet its political circumstances [16]. Requiring organizations to respond in a timely manner has led to attract the managers, staff and experts attention, creative and innovative ideas of organization on how to utilize the available resources and mechanisms of organizations [4]. Experience has shown that organizations that are able to create and accept the creative terms and do not change in

their structures, lost their ability to survive and inevitably will be lost, despite the fact that organizations have a favorable and creative organizational atmosphere in the face of environmental changes will achieve greater success [12].

One of the factors affecting the degree of flexibility of the organization and create the right atmosphere to support creative ideas and innovative designs of staff is the organizational deadlines. According to many experts, the organizational deadlines as one of the potential sources of organizational deadlines, will allow the organizations to adapt successfully with internal and external pressures to change and policy [3]. In other words, deadlines appear by allowing organizations to experience new strategy for innovative projects that might not be possible in an environment with limited resources, the role of a catalyst for creativity and innovation

2. Theoretical framework & Research model

In recent years the question has always been why two countries that are the same in terms of financial resources, human and basic amenities, and have different amounts of progress while sometimes some of the leading countries have less strategic resources rather than the developing countries [7]. The results of many studies suggests that the dynamic and growing industry which are developed using many traditional industries and replace the old methods and new technologies are developed and deposits, manufacturing and service enterprises and organizations have also recognized that facing with the dynamics and instability in today's work environment needs to provide increasing services and new goods and this can only rely on creativity and innovation is available in the staff [2]. Hence the creative and innovative organizations accept creativity and innovation as key to their survival in order to keep pace with rapid changes and profound transformations, in this

[10]. On the other hand, some experts believe that the deadline reduces the incentive to creativity and innovation as a useful factor for conflict resolution can be deleted. What was said demonstrated that the deadline is too low or too high is not suitable for organizations as the deadline because there is a high level of satisfaction false and lack of discipline in an organization. It also causes few managers focus on short-term performance and they avoid the risk [1].

In the present study, the relationship between creativity, organizational atmosphere and moderating effect of organizational deadlines is examined and thereby it will be discovered how the company can use the deadline to motivate the relationship between organizational climate and supporting creativity and innovation in their own organizations.

regard, they emphasize the training and selection of creative and forward-thinking that provide the innovative and creative approaches to solve problems [11]. In the words of many experts, the organizational atmosphere governing organization is one of the most important features influencing the level of creativity and the flexibility of the organization. According to Goleman, the organizational atmosphere that managers create in the units under their own control depends on six factors: flexibility, accountability, rewards, clarity and commitment. Meanwhile, Lehman studies also suggest that the organizational factors causing organizational atmosphere include five variables credibility, respect, fairness, pride and talk. Studies also indicate that organizational atmosphere consists of the three sections as staff communication with managers, occupation and staff communication with each other, which staff communication with managers is the most

important among them in the organizational atmosphere [8].

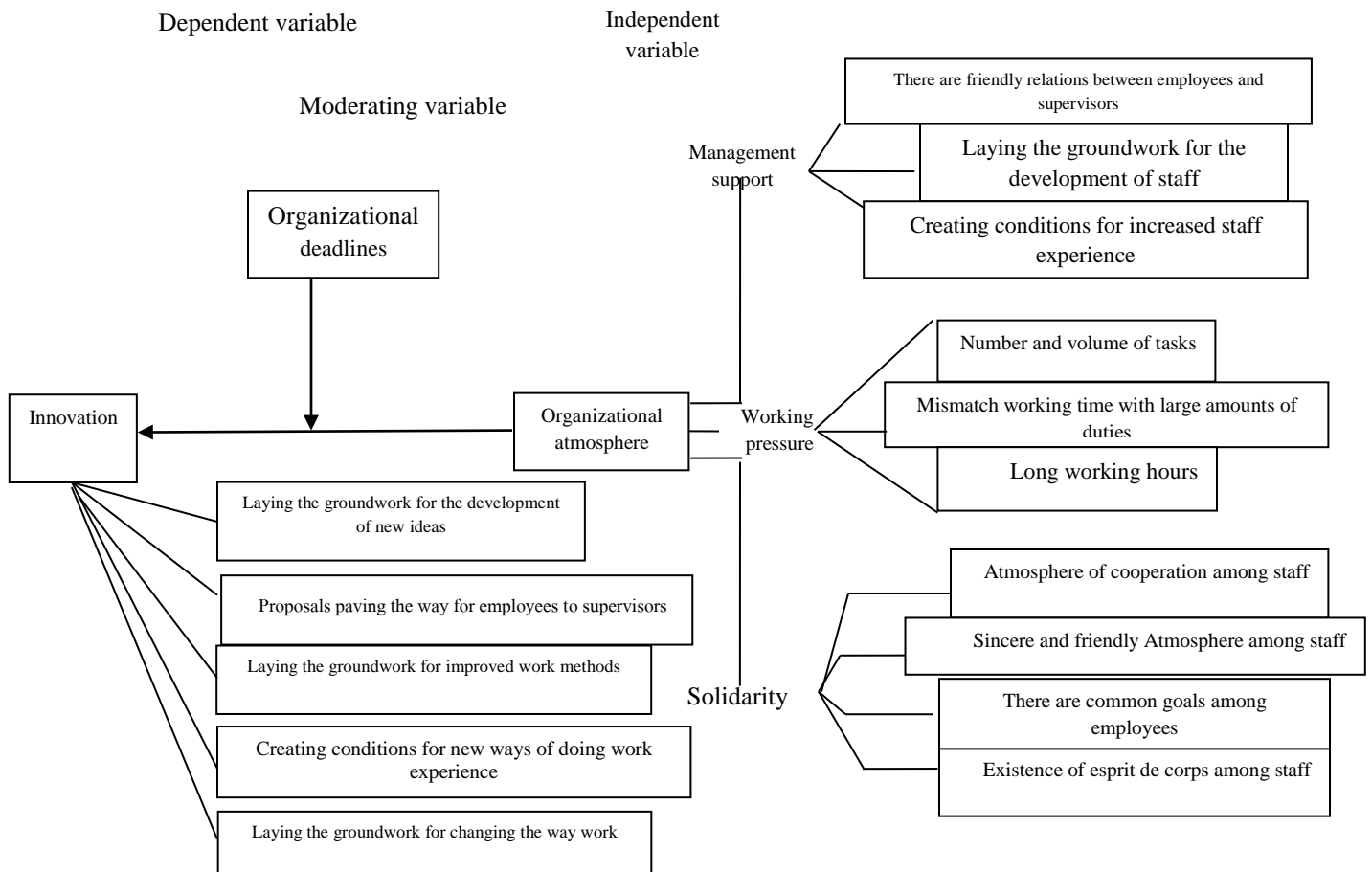
Other factor influencing the amount of creativity in an organization is the organizational deadlines, because deadlines allow the organizations to successfully adapt their internal or external pressures for policy change [15].

Importantly, the organizational deadline is of double vision for which different aspects have been taken into account [17]: first, the deadline plays a vital role to the strategy of Creative Projects for allowing the organization to experience new strategies, in other words, in the view, the organization's innovative break with the role of a catalyst for creativity and innovation, makes it easy to control and follow-up to enable innovative projects. In the second view, deadline reduces the incentive for creativity and innovation in the view window is not a useful factor for conflict resolution so it can be eliminated [14].

Experts in the integration of these two theories have stated that the deadline is too low or too high is not suitable for creativity and innovation to achieve this important aim should achieve a level of intermediate deadlines [13]. Gulati and Nuria in a study found that there is a moderate level of deadline in any organization efficiently for innovation, they considered an inverted U-shaped curve for the relationship between innovation and deadlines imposed in addition to what was mentioned, their study suggest that two other dimensions that influence the creativity and innovation are the aspects such as support,

solidarity and work pressure. Monter in his study concluded that there is a significant positive relationship between employees' perceptions of support for innovation and scope of management support, solidarity, justice, reward system and there is a negative relationship between employees' perceptions of support for innovation with working pressure [5]. In another study by Anthony Moreno (2002) in evaluating the organizational climate of support for innovation and creativity with the moderating effect of organizational deadlines findings, it was shown that the relationship between organizational climate and perceived support for organizational creativity and performance will be moderated by deadline. The relationship between organizational atmosphere and understanding the elements of support for innovation are moderated by organizational deadlines [6]. The positive relationship between perceived organizational support to support innovation and performance are moderated by the deadline. According to what was said, it can be concluded that organizational deadlines has a moderating effect on the relationship between organizational atmosphere and creativity that so if we can make a balance between available and absorbed deadline, organizational performance is optimized. [9] The present study investigates the relationship of creativity and organizational atmosphere and organizational deadlines moderating effect on them in the hospitals of Bushehr Province that a conceptual model has been used.

Figure 1: conceptual model



3. Research hypotheses

According to what was said, the importance of determining the optimal level to support the idea of organizational deadlines and creative design in an organization is concerned in this study, the relationship between organizational climate and creativity was examined and the moderating effect of organizational deadlines, so the hypothesis arises as follows.

4. Major hypothesis

- There is a significant relationship between organizational atmosphere and creativity.

- The relationship between organizational atmosphere and organizational creativity are moderated by the deadline.

5. Secondary hypotheses

- There is a positive relationship between organizational atmosphere and creativity.
- There is a positive relationship between the solidarity and creativity.
- There is a negative relationship between the pressure of work and creativity.

6. Methodology

This study is a descriptive survey and is done through the implementation stages to describe the relationship between

organizational atmosphere, creativity and organizational deadlines so in order to describe the statistical data collected from the index, Pearson correlation coefficient, stepwise regression, SD, ANOVA, T-test and Duncan test was used with two independent groups. To measure the research variables after just studies (organizational deadlines, organizational climate and creativity) three

questionnaire are used. The questionnaire for the first time was translated and used by researchers to localize and to maintain the validity of most of the professors and experts. To determine the reliability of the questionnaire, Cronbach's alpha coefficient is calculated for all three questions as follows in the table.

Table 1: Cornbrash's alpha

Innovation	Dimension of Solidarity	Dimension of working pressure	Dimension of support	Organizational climate	Organizational deadlines	Index / questionnaire
7	4	3	4	11	2	Number of questions
0/83	0/7	0/71	0/81	0/78	0/71	Cranach's α

Due to high coefficient of Cornbrash's α coefficient that is obtained as 0.82, it can be

Population, sample size and method of measurement

The population of this study consisted of 7,700 employees of the hospitals of Bushehr

argued that the questionnaire has a high reliability of.

Province. The sample for this study consisted of 366 employees that were selected through random sampling.

$$n = \frac{Nt^2s^2}{Nd^2 + t^2s^2} = \frac{7700(1096)^2 \left(\frac{0}{5}\right)^2}{7700(1096)^2 \left(\frac{0}{5}\right)^2 + (1096)^2 \left(\frac{0}{5}\right)^2} = 366$$

7. Research findings

Descriptive statistics: Mean age of respondents between 20-50 years old, and in terms of qualification 18/4 Diploma, Advanced Diploma 24/4, 41/1 undergraduate and master's and doctoral rest of the public and expertise. 94/7 was male respondents and 5/3% of them are women, of which 32/5 is single, and the rest are married.

Regarding the employment status of 62/5 percent are hiring officially and 12/7 of a

treaty, 19/4 and 5/3 percent of the actual contract to other methods in Bushehr hospitals. Also these individuals' frequency of organizational posts indicates that large proportion positions 55.5% of the units of the line and 44/5 percent are employed in staff units.

8. Findings of analytical data

To investigate the relationship between independent and dependent variables and hypotheses, SPSS software and Pearson

correlation coefficient was used. The results of the test and the correlation coefficient between each of the variables are given in the detection of 5% SD and 95 percent confirmed. In this study, creativity, y, is the dependent variable that the research tries to find a significant relationship between two independent variables of organizational atmosphere and deadlines, and since the organizational deadline out of the equation is weak, is omitted from the equation. So the simple linear model based on an organizational atmosphere is achieved in this study, being negative and positive dependent and

independent variable in the equation is not the reason for the presence or absence and only represents the dependent variable procedure, thus an increase in the independent variable will cause the increase in the dependent variable (and vice versa). Following findings of research conducted in this regard are:

Major hypothesis

1. The results of using the Pearson correlation coefficient matrix suggests a correlation coefficient of 613% is due to organizational atmosphere 99% can be stated that there is a positive significant relationship between creativity and organizational atmosphere.

Table 2: Matrix of correlation coefficients

Organizational atmosphere	Organizational deadlines	Innovation	
		000/1	Innovation
	000/1	-0/04 0/507	Organizational deadlines
000/1	0/016 0/784	**0/613 0/000	Organizational climate

Organizational deadlines and the average value of the correlation coefficient confirms, in the table above, the moderating effect of deadlines, therefore the deadline is eliminated from the regression and in order to determine the contribution of each variable Table 1-2 on

creativity using simple regression, the following linear equation will be obtained.

$$Y = /419 + /88 Z^* \text{ Organizational climate (creativity)}$$

Accordingly, the share of positive organizational atmosphere is 0/613% per unit.

Table 3: regression of organizational climate and creativity

Significance level	t	Standardized	Not standardized		Model
		Beta	standard error	B	
0/062 0/000	1/872 12/998	0/613	0/224 0/068	0/419 0/880	Atmosphere constant factor

Secondary hypotheses:

- Pearson correlation coefficient matrix suggests that the correlation coefficient of protection equals 0/671, so by 95%, it should

be stated that creativity has the most significant relationship with the support.

- Solidarity coefficient is equal to 0/459 after 95%, thus it can be concluded that creativity

has a positive and significant relationship with correlation dimension.
 - Pearson correlation coefficients indicate that the correlation matrix equals working

pressure dimension of 0/014 and since the surface is significantly more than 0/05 can be concluded that creativity has an inverse relationship with the workload.

Table 4: Matrix of correlation coefficients between variables 4-13

Innovation	
**0/671 0/000	Support
-0/014 0/815	Working pressure
0/459 0/000	Solidarity

According to the moderating role of organizational deadlines, stepwise regression equation based on the organizational atmosphere and Table 4.1, it can be concluded

that there was a significant relationship between the creativity and aspects of support and solidarity in this way: $Y = 0/9 + 0/5 Z1 + /255 Z3$

Table 5: Regression relationship between creativity and organizational dimension

Significance level	t	Not standardized		Standardized	Model
		Beta	standard error	B	
0/000	4/547		0/214	0/971	Constant factor 1 Support Working pressure Solidarity
0/000	12/480	0/581	0/040	0/501	
0/616	-0/0502	-0/021	0/038	-0/019	
0/000	4/822	0/225	0/053	0/254	
0/000	5/638		0/160	0/900	Constant factor 2 Solidarity Support
0/000	12/489	0/581	0/04	0/500	
0/000	/837	0/225	0/053	0/225	

Take the first review of stepwise regression in above table indicates that there is a negative correlation between workload and creativity that reduces the average in the final equation of solidarity and support over 0/581 and increased per unit of both 0/225 solidarity single creative units would be increased. The ranking of the factors of organizational atmosphere from the

perspective of respondents indicate that GPA are different components to each other at 1% while most average working pressure and the lowest correlation is related to correlation. It can thus be concluded that the company's workload in terms of respondents is more than components of support and solidarity while Duncan test result is as follows:

Table 6: Duncan test for rankings dimensions of organizational atmosphere

Mean	dimensions of organizational
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		atmosphere
<u>B</u>	3 /305	Support
<u>A</u>	3/700	Working pressure
C	2/890	Solidarity

9. Conclusion

The present study examined the relationship between creativity and the moderating effect of organizational atmosphere and organizational deadlines to them and to investigate the relationship between organizational dimensions such as work pressure and deadlines, correlation with the creativity and support between staff based in hospitals of Bushehr Province. To this end, assumptions were developed that were tested using Pearson correlation coefficient and thus, the correlation was determined between independent and dependent variables.

Among the hypotheses, just the existence of significant positive correlation between workload and creativity dimensions at 0/05 was not confirmed, but the rest were confirmed by 95%, on the basis of the

- The results of the study indicate that there is a significant positive relationship between the solidarity and creativity. Given that each unit increase in hospital for solidarity only to the 0/225 is added per units to creativity so that it can be inferred that the organization is supported by the association on the lower level.
- These studies suggest that there is a negative relationship between the pressure of work and creativity that accordingly increased pressure on employees decreased creativity in the organization.

According to the results, the researchers also offer the following practical suggestions.

1. Due to significant positive relationship between organizational atmosphere and

hypothesis and following results, it is deduced:

- The more flexible and more open atmosphere and environment and of greater freedom, there is more possibility for staff to be creative.

•Existence of much more organizational deadlines required for creating a false sense of satisfaction and lack of sufficient order to reduce the amount of creativity while desirable amount of this variable provides fields for enhanced creativity in other words, to create innovation in the organization, an optimal level of deadlines is enough.

- Research suggests that for every increase of one support unit in the organization, there will be 0/586 increase in the creative people. Thus support by the organization of plans and offers has a positive impact on the development of innovative ideas and creative staff employees. innovation is approved using the correlation coefficient matrix and given that the organizational atmosphere can be described as a set of features. An organization knows that is stable during a period relatively. While these features affect the behavior of employees within the organization, the organization can differentiate from other organizations. Since the characteristics affects the staff behavior in the organization, also can differentiate an organization from the other organizations. It is determined that since the atmosphere affects the staff behavior; the more open and flexible environment and organizational atmosphere, the possibility of being creative and innovative among the staff will be increased.

2. Given that the relationship between the support and innovation was measured using correlation coefficient matrix, it was found that innovation has a significant positive relationship with dimension of support. So that an increase in a support unit, 0/586 units are added to innovation. Since the average of support is high then we can consider this as a strong point in the organization thereby creating a supportive atmosphere, with the support of new ideas and encouraging innovation and the use of participatory and collaborative style will help to boost innovation.

3. With regard to the relationship between correlation and innovation was measured; it was found that innovation has a significant positive relationship with correlation dimension, since the correlation mean is less than support dimension. It is recommended that organizations can increase innovation through interaction between members. However, relations between members of the organization makes the useful information exchanged views and new perspectives about organizational issues will be transferred freely to other members. In conservative people get together with young people and create an environment where information can be easily exchanged, a facility that will lead the organization toward innovation.

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