
ORGANIZATIONAL WORK ENVIRONMENT AND EMPLOYEES CREATIVITY TOWARDS EMPLOYEES PERFORMANCE OF SELECTED COMPANIES AT INFO PARK , KERALA.

**Ranjitha R, Research scholar Nehru College Of Management Coimbatore, Tamil Nadu, India*

ABSTRACT

This study helps to find out how much the organizational work environment and employees creativity influencing the employees performance in industries at info park and we can formulate strategies very efficiently. The scopes of most of the existing studies are limited to either a single category of employees creativity and organizational climate. The major objective of the study are to study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala and to investigate if there any exist relation between workplace conditions and employee creativity. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 772. The primary data is collected through questionnaire. The secondary data is collected through websites, journals, magazines, references, etc which then analyzed by using SPSS. The hypothesis of this study were There is no significant relationship between Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala and There is no significant relationship between Performance and Each Demographic Variable of the selected IT companies employees at Info Park in Kerala

Key Words : Info Park, Work Environment, Employees Creativity, Employees Performance

I. INTRODUCTION

1.1 IT Companies at Info Park, Kerala

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.

1.2 OVERALL FRAMEWORK OF THE STUDY

1.2.1 Work Environment

Working environment plays an important role towards the employees' performance. Working environment is argued to impact immensely on employees' performance either towards negative or the positive outcomes (Chandrasekar2011). In the world, there are international organizations who debate the rights of employee. Most people spend fifty percent of their lives within indoor environments, which greatly influence their mental status, actions, abilities and performance (Dorgan, 1994). Four factors of the work environment under which it has impact on employee productivity that are: lighting, noise, color, and air quality. All of these factors cannot be treated separately, as they connect with each other.

1.2.2 Creativity

Creativity has been a topic of interest to both scholars and practitioners for more than 35 years. Grounded in the discipline of organizational psychology, creativity is consistently defined as the employees' production of novel and useful products in any domain. The emphasis on creativity as an outcome, instead of the mental process through which creative ideas ultimately emerge, allows creativity to be quantified with relative ease and consensus. Creativity can be observed at the individual, team, and organizational levels. Thus, to be creative, team or individual ideas should be both novel and useful and have potential value for organizational development.

1.2.3 Employee Performance

Performance comes from the word job performance or actual performance which means work performance or actual achievement achieved by someone. Definition of performance (work performance) is the work quality and quantity achieved by an employee in carrying out his function in accordance with the responsibilities given to him. Work discipline has the greatest influence on employee performance

II. REVIEW OF LITERATURE

Fatima Isa Aldoseri and **Qais Ahmed Almaamari (2020)**, The purpose of this paper is to explore the factors influencing employee performance, namely: leadership style, job satisfaction, motivation, employee engagement and work environment lead to good employee performance towards service organizations. The finding revealed that leadership style, job satisfaction, motivation, employee engagement, work environment, that have the more significant positive influence on employee performance. **Wenjing Cai** , **Svetlana Khapova** , **Bart Bossink** , **Evgenia Lysova** and **Jing Yuan (2020)**, An increasing digitalization in all aspects of life and work reshapes traditional assumptions about human creativity. Both scholars and practitioners raise many questions with regards to how to stimulate employee creativity in the digital work context. While there are many studies that examine predictors of employee creativity, little effort has been made thus far to synthesize these findings in way that would provide meaningful guidance to organizations and to provide bases for future research. With this paper we aim to contribute to filling this gap. **Sinha (2001)**, stated that employees' performance is

depending on the willingness and also the openness of the employees itself on doing their job. He also stated that by having this willingness and openness of the employees in doing their job, it could increase the employees' productivity which also leads to the performance.

III. RESEARCH METHODOLOGY

This chapter explains various methodologies that were used in gathering data and analysis which are relevant to the research. The methodologies will include areas such as the location of the study, research design, sampling and sample size, type of data; data collection method and its management are discussed. Research methodology is a process of gathering, recording, analyzing and finally interpreting the data. This is a process used in collecting and information for the purpose of making business decisions.

3.1 OBJECTIVES OF THE STUDY

1. To study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala.
2. To investigate if there exists any

relation between workplace conditions and employee creativity.

3.2 RESEARCH HYPOTHESIS

1. There is no significant difference between performance of the employees and organizational creativity.
2. There is no significant difference between perception of a good organizational climate and individual creativity.

3.3 RESEARCH DESIGN

This study is based on survey method. The research design that is used in this study is analytical research design and descriptive research design. Analytical research design is used to describe the cause and effect relationship among the variables. Descriptive research design is used to describe the characteristics of relevant group. In this study relevant data collection tools are used to collect the data and finally a report is prepared after the analysis.

3.4 SAMPLING DESIGN

The research will target 772 respondents from various departments using non probability sampling technique. The convenience sampling technique has been adopted. The target group companies of different department in the Info Park where

the respondents are the various industries in Info Park at Kerala.

3.5 RESEARCH GAP

Review of literature suggests that a number of studies the influence of the organizations overall organizational climate on employee performance. It is a detailed study on the employee's creativity and performance to compete and reach its future goal in stability of business environment. Organizational work environment refers to the perception of employees about their business environment or internal work setting of their organization. A good climate is a prerequisite for the success of every organization. It is important to ensure a good organizational work environment for job performance of employees.

3.6 TOOLS FOR ANALYSIS

- One way ANOVA
- SEM (structural equation model)

3.7 LIMITATIONS OF THE STUDY

- I.** This study focused only on selected IT companies at Info Park, Kerala.
- II.** This study covers private companies only.
- III.** The total number of workers in each company has average of 1500 and due

to the time restriction all the employee's response was not included.

IV. DATA ANALYSIS AND INTERPRETATION OF THE STUDY

4.1 One Way Analysis of Variance – ANOVA

One-way ANOVA between Organizational Encouragement and each Demographic Variables

Null Hypothesis: There is no significant relationship between Organizational Encouragement and Demographic Variables.

Alternative Hypothesis: There is a significant relationship between Organizational Encouragement and Demographic Variables.

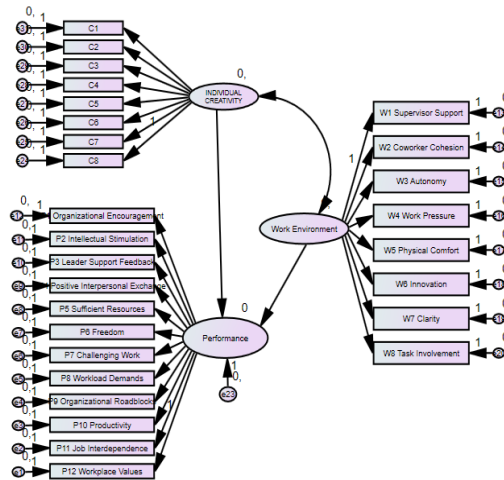
ANOVA TABLE							
Demographic Variables VS Performance- Organizational Encouragement		Sum of Squares	DF	Mean Square	F	Sig.	Result
Age	Between Groups	5.082	4	1.271	.8328	.5044	Accepted
	Within Groups	1170.140	767	1.526			
	Total	1175.223	771				
Educational Qualification	Between Groups	1.328	4	.332	.3659	.8330	Accepted
	Within Groups	695.921	767	.907			
	Total	697.249	771				
Type of Employment	Between Groups	1.005	4	.251	.4726	.7559	Accepted
	Within Groups	407.735	767	.532			
	Total	408.740	771				
No of Years Working for the Current Organization	Between Groups	10.344	4	2.586	2.1676	.0710	Accepted
	Within Groups	915.049	767	1.193			
	Total	925.392	771				

Total Number of Years of Working Experience	Between Groups	5.896	4	1.474	1.1460	.3336	Accepted
	Within Groups	986.481	767	1.286			
	Total	992.377	771				
Monthly Salary	Between Groups	.586	4	.147	.1394	.9676	Accepted
	Within Groups	806.507	767	1.052			
	Total	807.093	771				
Department	Between Groups	15.230	4	3.808	1.5691	.1806	Accepted
	Within Groups	1861.188	767	2.427			
	Total	1876.418	771				
Job Position	Between Groups	23.708	4	5.927	3.2216	.0123	Rejected
	Within Groups	1411.125	767	1.840			
	Total	1434.833	771				

Inference

From the one-way ANOVA table, the influence towards the age between Organizational Encouragement the p – value is calculated. The hypothesis is accepted at 5% level of the significance with the p – value 0.504.

4.2 Structural Equation Model



Fit statistic	Recommended	Obtained
Chi Square significance	$p < 0.05$	0.000
Chi Square Value/df	< 5.0	25.324
GFI	> 0.90	0.92
AGFI	> 0.90	0.91
NFI	> 0.90	0.95
RFI	> 0.90	0.94
CFI	> 0.90	0.98
TLI	> 0.90	0.98
RMSEA	< 0.05	0.02
RMR	< 0.02	0.006

SUMMARY

Goodness of Fit index (GFI) obtained is 0.92 as against the recommended value of above 0.90, The Adjusted Goodness of Fit Index (AGFI) is 0.91 as against the recommended value of above 0.90 as well. The Normed fit Index (NFI), Relative Fit index (RFI), Comparative Fit index (CFI), Tucker Lewis Index (TLI) are 0.95, 0.94, 0.98, 0.98 respectively as against the recommended level of above 0.90.

RMSEA is 0.02 and is well below the recommended limit of 0.05, and Root Mean Square Residual (RMR) is also well below the recommended limit of 0.02 at 0.006. This can be interpreted as meaning that the model explains the correlation to within an average error of 0.006 (Huand Bentler, 1990). Hence the model shows an overall acceptable fit. The model is an over identified model. The confirmatory factor analysis showed an acceptable overall model fit and hence, the theorized model fit well with the observed data. It can be concluded that the hypothesized factors CFA model fits the sample data very well.

DISCUSSIONS

Periodic meetings can be conducted to understand the grievances of the employees

which can stay as a motivating factor; managers can be counseled based on their relationships with their subordinates. The organization could prefer a good program to balance the work life of the employees which serves as a great factor to motivate and retain them. Management should focus on building a work environment which attracts the employees to stay in their job that would also increase the organization productivity. As far as the study is concerned the job position was frequently denied because of low p-value, so measures can be taken to prevent that by providing them the position of job they deserve which can also be judged based on their quality and performance.

CONCLUSIONS

Generally, the individual creativity, individual performance and individual work environment must hold the support as well as the responsibilities of the factors of the demographic variables and these factors are significantly influencing on the dependent variable of individual creativity, individual performance and individual work environment. Periodic meetings can be conducted to understand the grievances of the employees which can stay as a motivating factor; managers can be counseled based on

their relationships with their subordinates. The organization could prefer a good program to balance the work life of the employees which serves as a great factor to motivate and retain them. Management should focus on building a work environment which attracts the employees to stay in their job that would also increase the organization productivity.

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