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A STUDY ON THE IMPACT OF CREATIVITY ON WORK ENGAGEMENT, PERSONALITY DEVELOPMENT AND AUTONOMY

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ABSTRACT :

This research examines the impact of the work environment, personality, and job autonomy on employee creativity at Rankraze Technologies Pvt.Ltd. Using quantitative analysis, it examines variables such as the physical work environment, team, and organizational culture; personality variables such as extraversion, conscientiousness, and openness to experience; and the degree of autonomy that workers have over their jobs. The findings are meant to guide companies like Rankraze in creating settings that foster innovation, leverage employee traits, and optimize job autonomy to enhance creativity and overall performance.

Keywords: (Creativity, Work Engagement, Personality Development, Autonomy)

1. INTRODUCTION

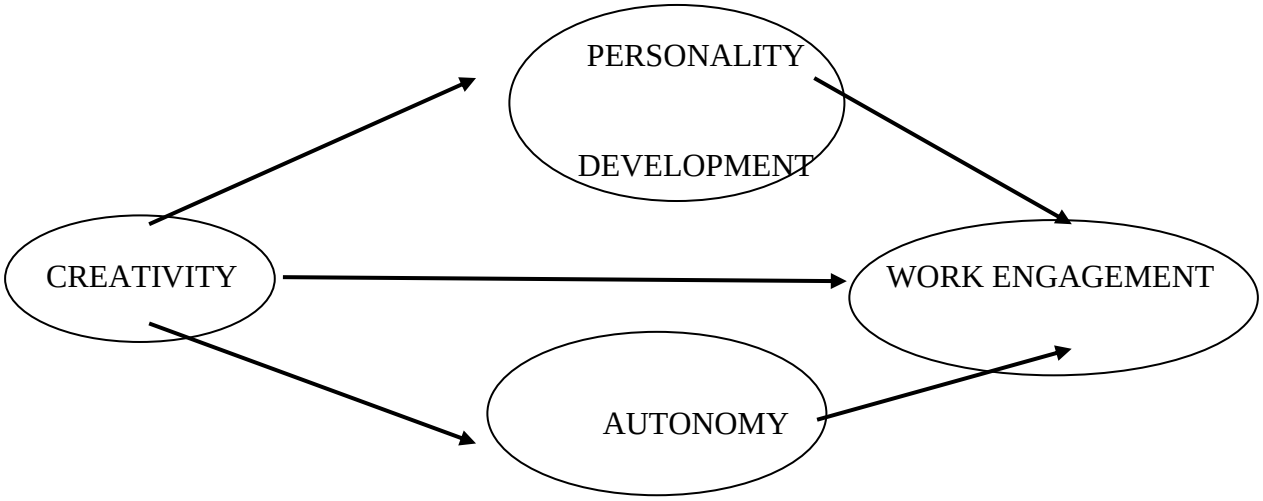
This research investigates the key function of creativity in determining the key features of the work climate in Rankraze Technologies, a rapidly arising digital marketing agency.It outlines how creativity can affect work culture, autonomy of employees, and personality, and all these impact organizational performance. The study is emphasizing the need to identify work that is innovative, team-based, open communication, and psychological safety. It further talks about how creativity brings autonomy through enhancing the control and ownership of the employees towards their work. Finally, the study seeks to establish how innovation leads to enhanced employee engagement, satisfaction, and sustainable business growth.

2. OBJECTIVES OF THE STUDY

- To identify HR practices that promote creativity while maintaining structure and autonomy.
- To analyse how creativity influences innovation, problem-solving, and teamwork.
- To explore the link between creativity and personality traits.
- To evaluate how autonomy contributes to increased creativity.
- To recommend strategies to improve workplace creativity and employee well-being.

3. SCOPE OF THE STUDY

The research examines the influence of job engagement, personality (conscientiousness, openness), autonomy, and HR practices (training, rewards, and leadership) on creativity. The research, focusing on Rankraze Technologies Pvt. Ltd.'s software developers, will explore direct and indirect influences on creativity and engagement through a quantitative cross-sectional survey with 100 participants. The outcomes will guide HR improvements and enhance a creative workplace.



4. REVIEW OF LITERATURE

Gürbüz, Schaufeli, et al. (2024) examines the effects of HR procedures on worker creativity through job engagement, proactive personality commitment, and work autonomy. Based on a survey of 282 Dutch employees, the study found that proactive personality increases the influence of HR practices on engagement, autonomy both affects the impact of HR policies on creativity and improves the influence of involvement on creativity.

Doblinger and Class (2023) explain how job engagement and emotional tiredness in self-managing firms are influenced by workers' ideal and perceived decision autonomy congruence. According to their study, self-managing companies provide greater autonomy, and higher autonomy fit leads to higher levels of engagement. According to the authors, personality fit is crucial when choosing candidates for self-managing work environments since personality types like extraversion, openness, and low neuroticism are linked to higher desires for decision autonomy.

5. RESEARCH METHODOLOGY

The study used a convenience sampling technique to choose a sample of 180 respondents as part of its descriptive research design. Data were collected through a structured questionnaire incorporating a Likert scale to capture participants' responses effectively.

Tools Used

MANOVA using SPSS

Mann-Whitney U Test

K-S Test

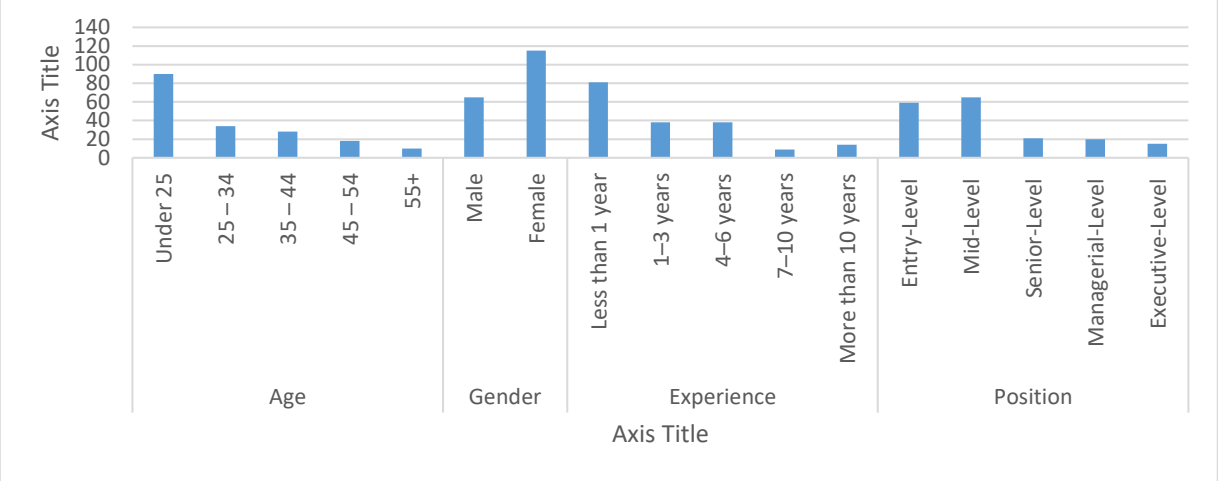
Chi-Square Test

6. DATA ANALYSIS AND INTERPRETATION

Category	Subcategory	No. of Respondents	Percentage (%)
Age	Under 25	90	50
	25 – 34	34	18.9
	35 – 44	28	15.6
	45 – 54	18	10
	55+	10	5.5
Gender	Male	65	36.1
	Female	115	63.9
Experience	Less than 1 year	81	45
	1–3 years	38	21.1
	4–6 years	38	21.1
	7–10 years	9	5
	More than 10 years	14	7.8

Category	Subcategory	No. of Respondents	Percentage (%)
Position	Entry-Level	59	32.8
	Mid-Level	65	36.1
	Senior-Level	21	11.7
	Managerial-Level	20	11.1
	Executive-Level	15	8.3
Total	All Categories	180	100

The majority of respondents (50%) are under the age of 25, followed by 18.9% aged 25–34, 15.6% aged 35–44, 10% aged 45–54, and 5.5% aged 55 and above. The gender distribution is more female (63.9%) compared to male (36.1%). For experience, The majority of respondents (45%) have less than 1 year, 21.1% each have 1–3 years and 4–6 years, 7.8% have more than 10 years, and 5% have 7–10 years. In terms of job position, The majority of respondents (36.1%) are at the mid-level, followed by 32.8% at entry-level, 11.7% at senior-level, 11.1% at managerial-level, and 8.3% at executive-level.



MANOVA

Null Hypothesis (H_0): Gender differences in identity, creativity, connection, contribution, and suggestion are not statistically significant.
Alternative Hypothesis (H_1): Gender differences in identity, creativity, connection, contribution, and suggestion are statistically significant..

Multivariate Tests[b]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.946	6.101E2[a]	5.000	174.000	.000
	Wilks' Lambda	.054	6.101E2[a]	5.000	174.000	.000
	Hotelling's Trace	17.531	6.101E2[a]	5.000	174.000	.000
	Roy's Largest Root	17.531	6.101E2[a]	5.000	174.000	.000
GENDER	Pillai's Trace	.158	6.542[a]	5.000	174.000	.000
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a. Exact statistic

b. Design: Intercept + GENDER

There is no significant difference between gender and factors such as identifying HR practices, the influence of creativity on innovation, the relationship between creativity and personality, and the contribution of autonomy, as the p-value is greater than 0.05. However, a significant difference exists between gender and suggestions for improving creativity, as indicated by a p-value less than 0.05.

K-S TEST

Null Hypothesis (H_0): There is no significant difference between genders in terms of identify, creativity, relationship, contribution, and suggestion.
Alternative Hypothesis (H_1): There is a significant difference between genders in terms of identify, creativity, relationship, contribution, and suggestion.

		Kolmogorov-Smirnov[a]		
	gender	Statistic	df	Sig.
IDENTIFY	1	.130	65	.008
	2	.128	115	.000
CREATIVITY	1	.138	65	.004
	2	.097	115	.010
RELATIONSHIP	1	.178	65	.000
	2	.144	115	.000
CONTRIBUTION	1	.110	65	.050
	2	.115	115	.001
SUGGESTION	1	.109	65	.053
	2	.125	115	.000

The p value < 0.05, null hypothesis is not accepted. There is no significant difference between rank of gender with respect to identifying HR practices, creativity influences innovation, relationship between creativity and personality development, contribution of autonomy suggestions for improving creativity.

7. SUMMARY OF FINDINGS

The majority of the respondents are between the age group of Under 25 (50%).
The Highest percentage of the respondents are Female (63.89%).
The maximum number of the respondents are working in the company for Less than 1 Year (45%).
The majority of the respondents are working in Mid-Level (49%).
The MANOVA test shows that there is no significant difference between gender and identifying HR practices, the influence of creativity on innovation, the relationship between creativity and personality, and the contribution of autonomy.
The Mann-Whitney U Test shows that gender ranks in identifying HR practices, the influence of creativity on innovation, and the contribution of autonomy
The K-S Test shows that there is no significant difference between rank of gender with respect to identifying HR practices, creativity influences innovation, relationship between creativity and personality development, contribution of autonomy suggestions for improving creativity.
The Chi-Square Test shows that there is a significance difference between age of respondents and whether there is a positive influence on employees' sense of autonomy.

8. SUGGESTIONS

Promote a Creative Culture: Encourage open discussions, brainstorming sessions, and innovative projects to promote creative problem-solving.

Implement Creativity Programs: Organizing workshops, hackathons, and team-building activities to improve creative thinking and employee development.

Amplify Autonomy with Flexibility: Offer flexible schedules, remote work options, and decision-making freedom to increase motivation and job satisfaction.

Utilize Technology for Innovation: Utilize AI, automation, and design tools to support creative expression while maintaining productivity.

Rewards and Recognition for Creativity: Establish incentive programs to acknowledge and reward innovative ideas, encouraging continued creativity.

9. CONCLUSION

Creativity highly increases work engagement, personal development, and autonomy, creating an active and empowering work environment. Creativity promotes both professional performance and personal growth by enabling workers to find their strengths. Organizational culture and HR practices supporting creative freedom increase motivation and sense of value for employees. Spending on creativity-driven HR practices and organizational culture creates long-term outcomes, such as higher innovation, job satisfaction, and sustainable growth.

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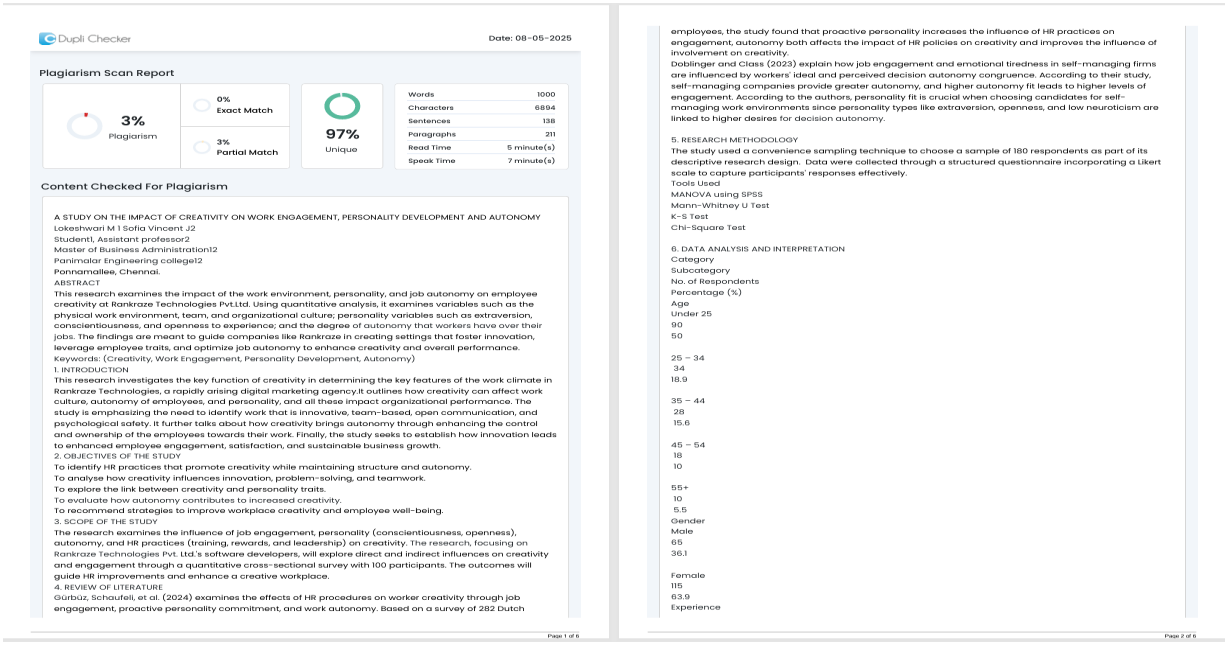

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Sentences	138
Paragraphs	211
Read Time	5 minute(s)
Speak Time	7 minute(s)

Content Checked For Plagiarism

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Multivariate Testsb
Effect
Value
F
Hypothesis df
Error df
Sig.
Intercept
Pillai's Trace
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Wilks' Lambda
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GENDER
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Wilks' Lambda
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Hotelling's Trace
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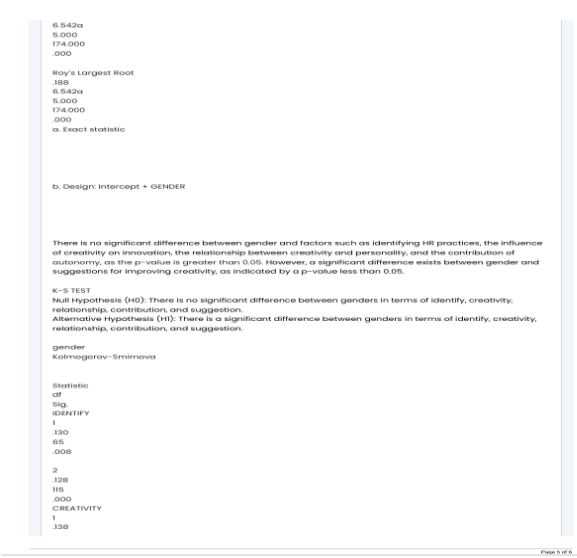

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gender
Kolmogorov-Smirnova

Statistic
df
Sig.
IDENTIFY
1
.130
65
.008

2
.128
115
.000
CREATIVITY
1
.138
65
.004

2
.097
115
.010
RELATIONSHIP
1
.178
65
.000

2
.144
115
.000
CONTRIBUTION
1
.110
65
.050

2
.115
115
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SUGGESTION
1
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65
.053

2
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The p value < 0.05, null hypothesis is not accepted.</mark> There is no significant difference between

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