

Thesis Title: Study of Factors Influencing Creativity in ABC Company
Bangkok, Thailand

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Level of Study: Master of Management in Organization Management

Program of Study: Master of Management Program

Faculty: Graduate School of Business

Year: October, 2000

The Abstract

As we enter the new millennium, we face the new wave of development of the 21st century. Not surprisingly, we are now in a period of unpredicted and permanent volatility and turbulence. This is why creativity and innovation are so important to today's organization. Moreover, it is the answer for Thailand to survive especially during a recovery after the Asian economic crisis.

ABC is in the business of knowledge; it serves Thailand by providing English-language brainpower, which is an essential weapon to compete with foreign companies. This research aims to study on factors influencing creativity in ABC company, Bangkok, Thailand. The purpose of research is to discover the state of the creativity in ABC and also to examine the relationship between respondents' demographic profiles and creativity influencing factors, consisting of individual creative potential and creative leader, and the organization. In addition, to provide feedback to ABC management for better understanding on the current circumstances

regarding the state of creativity in ABC.

The study is assumed that both high level of individual creative potential and high level of creative leadership will lead to creative organization. Therefore, the research focus on two major areas. Firstly, explore the existing employees' behavior and characteristics, and the existing leadership occurred in ABC together with the current organization atmosphere by *descriptive research*. In addition, the research studies on the relationship between each main variables and the degree to which they are related by *correlational research*.

The research found out that ABC employees rated their perception in terms of Individual Creative Potential (ICP) and Creative Leadership (CL) favorably. They believe that they have a high level of individual creative potential and their leaders are creative. However, regarding to the creative organization (CO), they rated their perception doubtfully which can be considered as a problem area.

Regarding the tests of hypotheses on a significant relationship between demographic profile to Individual Creative Potential (ICP) and Creative Leadership (CL), both null hypotheses are accepted. As there is no relationship between demographic profiles to ICP and CL (considering all seven demographic items: Gender, Age, Marital Status, Education Level, Current Position Level, Work Unit, and No. of years with Company). However, when look into more detail by each attributes under ICP and CL, there are 10 relationships i.e. Current position level and Invention, Work unit and originality, Age and humor and madness, Education level and humor and madness, Education level and flexibility, Work unit and flexibility, No. of years with company and tolerance of ambiguity, Age and decisiveness, Education level and decisiveness, and Work unit and employee involvement. Two demographic profiles that do not possess relationship with any attribute under ICP and CL are gender and marital status.

In addition, three critical factors influencing creativity in the organization (ICP, CL, and CO) are significantly correlated. The strongest relationship is between CL and CO. Following

by the relationship between ICP and CL. The weakest relationship out of three major pairs is the relationship between ICP and CO.

The full analysis suggested that ABC should focus their attention to two major influencing factors: ICP and OC as they are problem areas. However, other strong areas must be reinforced to retain employees' favourable perception, and they must be explored to the higher state of creativity.

At the end, the researcher makes a recommendation for two possible further studies: 1) expand the research to explore more deeply on creative processes and to examine how each critical factor: Individual Creative Potential, Creative Leadership, and Creative Organization affects each other (especially for subvariables that have negative relationship), and 2) conduct the same research by applying the existing conceptual framework again to examine the state of creativity in the organization after ABC finish its OD processes.

