

Environmental Impact on Job Creativity Applied to Nadak Company in KSA Riyadh "Case Study"

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Final Project - 1
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2nd Semester - 2024

Acknowledgment

I would like to express my sincere gratitude to my advisor, Dr. Mona Mustafa, for her exceptional guidance and support. Her encouragement and insightful feedback were invaluable to the completion of this project. I am also grateful to the distinguished committee members for their time and valuable suggestions. I would like to extend my sincere thanks to everyone who has helped me along the way. Finally, I am deeply indebted to my family and friends for their unwavering support and encouragement

Dedication

To my beloved mother,

I dedicate this research to you, as a witness to all that I have learned from you in terms of patience, giving, and dedication. You are my role model in life, and you have always been my source of inspiration and support. Thanks to your prayers and caring care, I was able to achieve this accomplishment. I ask God to grant you health and wellness, and to grant you a long life so that you may see me the happiest person with my success.

Abstract

Purpose:

Methodology:

Findings:

Originality & Implication:

Keywords:

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1. Chapter 1: Introduction

1.1. Research Background

In light of the rapid changes witnessed by the world, the ability to create and innovate has become an urgent necessity for individuals and institutions alike. Studies have proven that the client environment is the most suitable environment for stimulating job creativity, as it provides individuals with the necessary space to develop new ideas and innovative solutions, which contributes to achieving institutional success (Amabile,1996).

The issue of environmental impact is at the forefront of the concerns of scientists and decision makers worldwide, due to the increasing concerns related to environmental changes. This research aims to explore the environmental impact and its direct impact on human life (Lipnevich,2020).

In today's work environment, creativity has become a critical factor in the success of companies because today's environment is a very fast-changing environment and competition is becoming fierce day by day. Organizations that seek functional creativity will remain at the forefront of the competition. The ability to generate new ideas, solve complex problems, and adapt to new challenges is highly valued (Amabile,2018).

Creativity has long been recognized as important to the success of organizations and the competitive advantage of the organization. However, the factors that contribute to employee creativity are multifaceted and go beyond individual characteristics. The context

in the workplace plays a crucial role in shaping and enhancing employee creativity (Amabile, 2018). Creativity is an important topic as it focuses on generating new and qualitative ideas and innovations in various fields (Csikszentmihalyi, 1996).

One of the shortcomings noted in previous studies is that they focus on the social and contextual factors that influence creativity but do not explore the environmental impact directly on job creativity (Shalley, 2004). The focus is generally on the social contextual factors that influence creativity, and does not focus on the environmental impact directly on job creativity (Amabile, 1996). The focus is on the moderating factors of the relationship between time pressure and creativity, and does not focus on the general environmental impact on job creativity (Baer, 2006).

One of the gaps that have been noted is the role of difficult situations in enhancing job creativity in the organization (Amabile, 2005). Another gap is the effect of organizational support on job creativity in work environments (Zhang, 2010). There is also an effect of trust between colleagues on job creativity within work environments that are formed through a team (Paulus, 2008). There is also an effect of social factors on job creativity in diverse work communities (Perry-Smith, 2003). The role of transformational leadership in enhancing job creativity in virtual work contexts (Carmeli, 2006). The effect of the intellectual environment on job creativity in organizations (Amabile, 1996).

These studies seek to discover the environmental impact on the level of job creativity and help understand how to improve this environment to support creativity and innovation. This research aims to enhance understanding of the influential environmental factors and how to improve them in the work context (Amabile, 2005). The work environment surrounding individuals is

considered one of the most influential factors on job creativity. The environmental impact is represented in a group of different factors, for example, spatial design greatly affects employee creativity, the organizational culture of the institution, as well as the leadership style and how to communicate internally. This research aims to explore the extent to which environmental factors affect employee creativity and identify some of the main elements that we must take into account when enhancing job creativity in the work environment (Perry-Smith, 2003).

Creativity in contemporary work environments faces various challenges that affect job creativity. Job creativity is affected by all the factors surrounding the individual, such as pressure at work, support from the institution, motivation, and flexibility in professional work. This research analyzes the environmental factors that affect job creativity and provides strong evidence for developing work environments based on stimulating creativity (Zhang, 2010). This research explores the environmental factors affecting job creativity and identifies effective measures to enhance creativity in the context of work in all its differences (Gong, 2009).

The importance of this research lies in the fact that environmental factors such as managerial support, motivation at work, and provision of resources have a very significant positive impact on employee confidence, which leads to enhancing job creativity (Gong, 2009).

Theories and scientific research can be presented to explain how an organization can encourage and enhance creativity by organizing the work environment and providing continuous support and appropriate social interactions. (Amabile, 1996)

We will provide a valuable framework for evaluating the work environment that contributes to enhancing job creativity, as there are environmental factors that help in this, such as institutional support, mental freedom, material and moral support, and others. In this context, this research can be used to diagnose the current environment and identify areas in which the organization can make improvements, and that employees can be motivated, confidence in them can be enhanced, and support provided to them by providing these factors and the appropriate environment for them (Amabile, 1996).

1.2. Research Problem

Amabile, (1996) Despite the many studies that address the role of the work environment in enhancing job creativity, there is an urgent need for deeper studies to determine the factors that directly influence this relationship. The gap between theoretical and applied research in the field of job creativity is one of the biggest challenges. Although there are many theories and concepts about creativity, we need to better direct research to analyze and understand how these theories are applied in the context of actual work.

1.2.1. Theoretical Gaps

There is a need for further research into the role of cultural factors in influencing the relationship between environment and job creativity. For

example, the question arises as to how cultural values and beliefs interact with environmental factors to encourage or discourage creativity in the workplace (Carmeli,2009). Although there are previous studies in this area, there is a knowledge gap regarding identifying the precise environmental factors that stimulate job creativity (Gong,2009).

1.2.2. Practical Gaps

Although studies confirm the importance of cultural diversity in enhancing creativity, we need a deeper understanding of how this diversity translates into practical reality, and how culturally diverse teams can develop innovative ideas and innovative solutions to problems (Hülsheger,2009). The impact of recognition and reward on job creativity is also an applied gap, as we need to better understand how recognition and reward affect the enhancement of job creativity and what are the best practices that help to appreciate and reward creative employees (Amabile,2016).

The research main question:

What is the environmental impact of job creativity in Nadak Company in KSA Riyadh?

1.3. Research Significance

Studies, most notably Gong (2009), have confirmed that environmental factors play a pivotal role in enhancing employee confidence. When employees feel supported by their organization's management and appreciation for their efforts, and have the resources necessary to perform their tasks, they feel more confident in their abilities, which drives them to be creative and innovative.

The theory put forward by Amabile (1996) confirms that the environment in which individuals work plays a crucial role in shaping their creative behavior. By providing a work environment that allows for constructive social interaction and encourages the exchange of ideas, and by providing continuous support to employees, organizations can motivate their employees to come up with new ideas and innovative solutions to the problems they face.

1.3.1. At the theoretical level

Despite the progress made in the study of job creativity, there is an urgent need for more research to understand the complex relationship between environment and creativity. Pioneering studies such as Amabile (1996) provide a strong foundation for building our knowledge in this area, but many questions remain to be answered. The study of environmental factors that influence job creativity is a fertile area of scientific research. By understanding these factors, organizations can design work

environments that are more conducive to creativity, contributing to a sustainable competitive advantage.

1.3.2. At the practical level

This research aims to provide a practical framework that helps human resource managers and organizational leaders build work environments that stimulate creativity and innovation. By understanding the environmental factors that influence creativity, effective strategies can be developed to develop employees' creative abilities and enhance their performance.

This research will contribute to improving organizational performance by identifying the factors that support creativity and innovation. By creating a stimulating work environment, organizations can develop new products and services, thus enhancing their competitive position in the market.

The research will provide valuable information for designing targeted training and development programs to enhance employees' creative skills. This investment in developing creative competencies will help exploit the latent energies of individuals and achieve better results for the organization.

1.4. Research Questions

Main research question "What is the environmental impact on job creativity?"

1. How does the organizational structure affect job creativity in the organization?

2. What is the impact of organizational culture on job creativity in the organization?
3. How does administrative communication affect job creativity in the organization?
4. What is the impact of leadership on achieving job creativity in the organization?
5. How do incentives affect enhancing job creativity in the organization?

1.5. Research Objectives

The main objective of the research is "Exploring the impact of environmental impact on achieving job creativity"

Sub-objectives:

1. Study the impact of organizational structure on job creativity in the organization.
2. Analysis of the impact of organizational culture on job creativity in the organization.
3. Understanding the impact of administrative communication on job creativity in the organization.
4. Determining the impact of leadership on achieving job creativity in the organization.
5. Analysis of the impact of incentives on enhancing job creativity in the organization.

1.6. Research Hypotheses

H There is a statistically significant relationship between environmental impact and job creativity.

Ha There is a statistically significant relationship between organizational structure and job creativity.

Hb There is a statistically significant relationship between organizational culture and job creativity.

Hc There is a statistically significant relationship between administrative communication and job creativity.

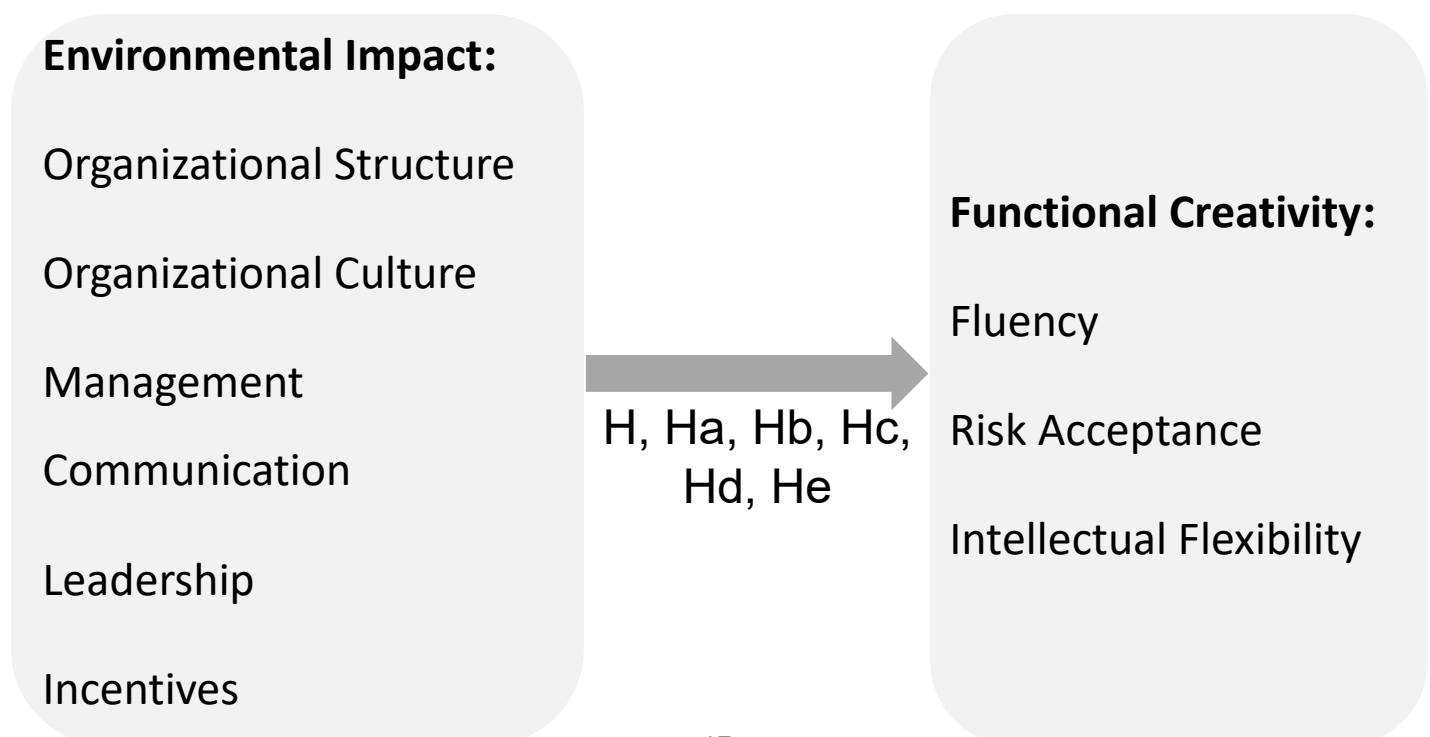
Hd There is a statistically significant relationship between leadership and achieving job creativity.

He There is a statistically significant relationship between incentives and enhancing job creativity.

1.7. Research Model

The following figure illustrates the relationship between the research variables and the research hypotheses as follows:

Figure 1: Research model



Source: student, 2024

1.8. Scope of The Study

Nadec is a household name in the food world in Saudi Arabia and the Middle East. The company was founded in 1981 and has since achieved remarkable success in the field of producing and marketing dairy products and healthy foods.

Nadec offers a wide range of products that meet the needs of consumers of all ages. Its products include fresh milk, natural juices, various types of cheese, yogurt, and many other food products. Nadec products are distinguished by their high quality and delicious taste, as the company uses the latest technologies and international standards in their production.

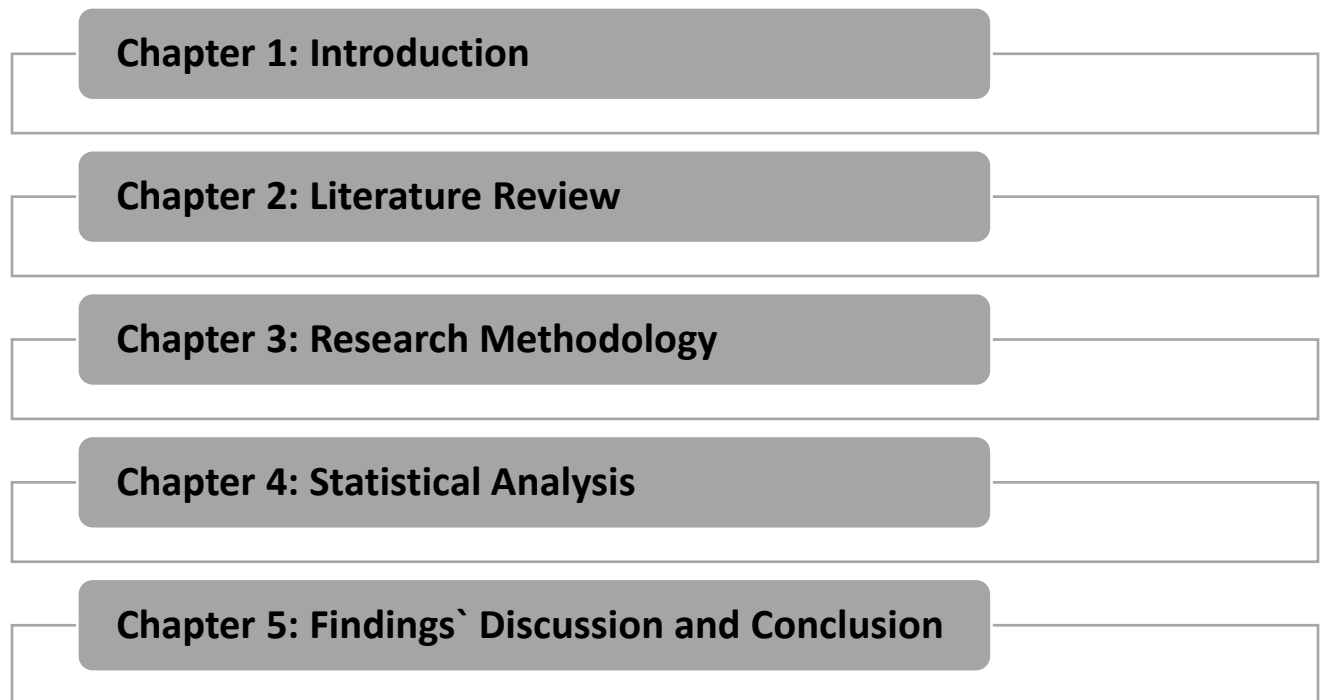
Nadec also places quality and innovation at the forefront of its priorities. The company constantly seeks to develop new and innovative products that meet the changing aspirations of consumers. It also cares about providing healthy and nutritious products that contribute to enhancing the health of society.

As Nadec recognizes the importance of its role in society, it seeks to contribute to sustainable development. The company supports many environmental and community initiatives, such as preserving the environment and supporting local farmers. Nadec has achieved remarkable growth over the years, and has expanded its operations to

include new markets in the region. The company enjoys a strong reputation and a large market share, reflecting consumers' confidence in its products.

1.9. The Project Structure

Figure 2 Project Structure



Source: Student, 2024

2.Chapter 2: Literature Review

2.1. Introduction

The issue of environmental impact is one of the most prominent issues that scientists and decision makers are working on worldwide, as concerns related to environmental changes have escalated. Understanding the environmental impact has become necessary. Through this research, the environmental impact will be explored (Lipnevich, 2020).

In today's work environment, creativity has become a decisive factor in the success of companies because today's environment is a very fast-changing environment and competition is becoming fierce day after day. Organizations that seek job creativity will remain at the forefront of the competition. The ability to generate new ideas, solve complex problems, and adapt to new challenges is highly appreciated (Amabile, 2018).

The study of environmental factors affecting job creativity is a vital topic in contemporary administrative and organizational literature. A number of previous Arab studies have addressed this topic from different angles:

In a study conducted by Al-Sharif (2020) entitled "The Impact of the Organizational Environment on Job Creativity: A Field Study on Insurance Companies in Jordan", the impact of organizational environment elements (organizational structure, organizational culture, reward systems) on the level of job creativity among employees was verified. The results showed a statistically significant positive relationship between the organizational environment and job creativity (Al-Sharif, 2020).

Al-Shammari and Al-Naimi (2019) also conducted a study entitled "The Impact of the Organizational Environment in Enhancing Job Creativity: A Field Study in a Sample of Industrial Companies in Nineveh Governorate, Iraq". The study aimed to identify the role of the organizational environment (organizational structure, organizational culture, information systems) in enhancing job creativity. The results confirmed the existence of a statistically significant positive effect of the organizational environment on the level of job creativity (Al-Shammari and Al-Naimi, 2019).

In addition, Al-Anzi (2018) conducted a study entitled "The Impact of the Internal Environment on Job Creativity: A Field Study on Public Sector Employees in Hafar Al-Batin Governorate in the Kingdom of Saudi Arabia". The study aimed to identify the effect of internal environment elements (organizational structure, organizational culture, information systems, reward systems) on the level of job creativity. The results indicated a statistically significant positive effect of the internal environment on job creativity (Al-Anzi, 2018).

These previous studies confirm the importance of the organizational environment and environmental factors influencing the enhancement and development of job creativity among employees. Hence the importance of the current research to provide a deeper insight into the nature of this relationship and how to invest it to improve creative performance in organizations.

2.2. Environmental Impact

The environmental impact is defined as "any negative or positive change that affects the environment as a result of practicing any development activity, and the potential negative and positive impacts of the project occur during different stages, and the nature of the expected impact on the physical, biological, economic and social components of the environment is studied" (Al-Yazid, 2022).

The environmental impact is defined as "the study that must be conducted before carrying out some public or private works or development projects, with the aim of assessing their effects on the environment" (Maqni, 2017).

As for the jurist (Michel Barbour), he believes that the study of the serious impact is based on the traditional principle "prevention is better than cure", and for this reason it is necessary to think before carrying out any work to complete a preliminary study of the extent of the project's impact on the environment, i.e. to know the effects of the activity on the environment, and accordingly, the impact study is a preliminary scientific and technical study, and an advanced administrative procedure.

(Maqni, 2017) Dr. Yahya Abdel-Ghani Abu Al-Fotouh defines the impact study as "a set of studies that begin with studying the project idea, passing through its market, technical, financial, environmental and legal feasibility aspects, to achieve the selection of the most appropriate project from the investor's point of view on the one hand, and the state's point of view on the other hand." Some define it by saying) that environmental impact assessment is the process of revealing the negative or harmful environmental impacts and the positive or beneficial impacts of sustainable development plans, tangible and intangible, direct and indirect, current and future, local, regional and global, in order to address or avoid harmful impacts in particular, and to confirm the beneficial

impacts of protecting the environment and development projects together (Maqni, 2017).

The work environment was studied in the research (Jadi and Yazid, 2022) from several pillars that lead to the advancement of the organizational environment, which are:

1. Independence
2. The spirit of adventure
3. Creativity
4. Following up on individuals within the organization with respect and appreciation
5. Simplifying administrative levels
6. Creating an organizational environment characterized by flexibility

2.2.1 Definitions of environmental impact:

Environmental impact is the potential negative effects of an organization's activities on the surrounding environment, whether on the natural or social level. (Al-Otaibi et al., 2022).

Environmental impact is the measurement and modeling of emissions and waste resulting from the organization's operations and their impact on the surrounding environment. (Al-Huwail et al., 2021).

Environmental impact is the amount of natural resources used and pollutants emitted from the organization's operations that may lead to environmental degradation. (Al-Saeed, 2020).

Environmental impact is the negative impact of the organization's operations and activities on the surrounding natural and social environment. (Al-Jabouri et al., 2019).

Environmental impact is the negative effects of the organization's activities on the components of the natural, social and economic environment. (Al-Sharqawi et al., 2018).

Environmental impact is the extent to which the organization complies with environmental laws and legislation and reduces the negative impacts of its operations on the environment. (Al-Anzi et al., 2021).

Environmental impact is the organization's ability to manage and reduce negative environmental impacts resulting from its activities and operations. (Al-Khalidi et al., 2020).

Environmental impact is an indicator of the organization's efficiency in using natural resources and reducing harmful emissions and waste. (Al-Harbi et al., 2019).

Environmental impact is the extent to which the organization succeeds in applying environmental practices and achieving its environmental goals. (Al-Saqri et al., 2018).

Environmental impact is the degree to which the organization adheres to environmental laws and policies and reduces the negative impacts of its activities on the environment. (Al-Abdali et al., 2017).

2.2.2 Environmental impact theories:

Environmental motivation theory: This theory assumes that environmental motivations, such as environmental awareness and environmental values of employees, affect their environmental behaviors and practices in the work environment. As Al-Omari and Al-Atawi (2019) indicated, "Environmental motivations of employees are one of the most important factors influencing the environmental behavior of employees in organizations."

Environmental pressure theory: This theory suggests that environmental pressures, such as environmental legislation, regulations, and societal pressures, affect the decisions and practices of environmental organizations. As Al-Shawabkeh and Al-Kharouf (2016) stated, "External environmental pressures are one of the most

important factors affecting the environmental performance of industrial organizations.”

Environmental cost theory: This theory focuses on the fact that environmental costs associated with operational activities, such as waste disposal and compliance with laws, affect the decisions of environmental organizations. As Al-Shammari and Al-Abbadi (2018) stated, “Environmental costs are one of the most important factors affecting the financial performance of industrial organizations.”

Environmental response theory: According to this theory, organizations’ response to environmental issues is influenced by a set of factors such as external pressures and internal incentives. As Al-Shammari and Al-Janabi (2017) stated, “The environmental response of organizations is one of the most important factors affecting their competitive advantage.”

Environmental systems theory: This theory views the organization as an open system that interacts with the surrounding environment, and that this interaction affects the environmental performance of the organization. As Al-Bayati and Al-Haddad (2020) stated, “Ecological systems theory is one of the most important theories explaining the environmental performance of industrial organizations.”

2.3. Job Creativity

Creativity is defined as the ability of the working individual to transform knowledge into productive work. It is distinguished from innovation, which is concerned with presenting creative ideas that represent a new vision for things or methods of work, while creativity represents an additional step to apply creative ideas - innovative things - which leads to creating and increasing production and adds significant value to the

organization, either by achieving more profits, reducing costs, or mitigating risks (Buhala, 2023).

Functional creativity is the process of using the knowledge, skills, and technical systems available to the organization to develop new goods and services or improve and develop its operating systems and programs. This process aims to raise the organization's response to the needs and desires of customers and maintain them (Jones, 2001).

Al-Jundi confirmed in 2009 that organizational creativity refers to the administrative and creative use of creativity to find new values, whether practical or scientific. Scientific organizational creativity includes a mental and intellectual effort that generates new theories, methods, models, and administrative plans to solve various administrative problems, issues, and phenomena. Practical organizational creativity focuses on addressing current administrative problems and issues and can occur through processes of change, modernization, and development of business and administrative practices (Buhala, 2023).

Researchers have differed in defining administrative creativity, as Smith defined it as a process through which relationships are found between variables that were not previously addressed, and Sherman, Hunt, and Osborn defined it as the ability to provide talents that are added to the job to complete the appropriate formula to complete the work. Jadi and Yazid defined it as "a joint and integrated system shared by the organization's members, including business leaders and employees, and the organizational environment is the basic element in the creative process. The competitive environment affects the employees as it provides them with an organizational environment that allows them to be creative at the individual, group and organizational levels. It is a process with multiple stages (Jadi and Yazid, 2022).

According to Al-Adwan and Suleiman (2012), organizational creativity means the intellectual ability demonstrated by the individual, group or organization. It is a process consisting of multiple stages that lead to the production of an idea, behavior, product, service, technology or administrative practice. It is characterized by fluency, flexibility, sensitivity to problems and originality, in addition to high concentration for long periods on the research topic and interest in it, with the formation of new links, relationships and discoveries to reach creativity that benefits everyone. These creative abilities can be improved and developed by the individual, group or organization, according to their capabilities, skills and abilities (Buhala, 2023).

Creativity was studied in the research (Jadi and Yazid, 2022) from several elements, namely:

1. Fluency
2. Flexibility
3. Originality
4. Sensitivity to problems

2.3.1 Definitions of job creativity:

Job creativity is the ability to generate new and innovative ideas that contribute to improving job performance. (Al-Sharif et al., 2021).

Job creativity is the process of innovating unconventional work practices and methods to improve performance and achieve distinguished results. (Al-Jahni et al., 2020).

Job creativity is the extent to which an individual is able to produce original and valuable ideas to develop job performance. (Al-Otaibi et al., 2019).

Job creativity is the ability to propose creative solutions to problems facing the organization and use innovative working methods. (Al-Harbi et al., 2018).

Job creativity is the generation of new ideas and solutions that add value to job performance and contribute to the development of the organization. (Al-Saqri et al., 2017).

Job creativity is the ability to produce original ideas and apply them effectively to improve job performance. (Al-Anzi et al., 2016).

Job creativity is thinking outside the box and presenting innovative proposals to develop job methods and practices. (Al-Harbi et al., 2015).

Job creativity is the ability to generate unconventional ideas and work on applying them to achieve outstanding results. (Al-Mutairi et al., 2014).

Job creativity is the production of innovative ideas and solutions that contribute to improving job performance and developing work practices. (Al-Abdali et al., 2013).

Job creativity is the ability to innovate new work methods and techniques and apply them to achieve outstanding performance levels. (Al-Khalidi et al., 2012).

2.3.2 Dimensions of job creativity:

Transformational leadership: "Transformational leadership has a positive impact on employee job creativity" (Al-Sharif et al., 2021).

Organizational climate: "A positive organizational climate enhances employee job creativity" (Al-Sharif et al., 2021).

Social Intelligence: "Social intelligence plays an important role in enhancing job creativity" (Al-Jahni et al., 2020).

Intrinsic Motivation: “Employees’ intrinsic motivation has a positive impact on their job creativity” (Al-Otaibi et al., 2019).

Influencing Factors: “There are many factors that influence employees’ job creativity” (Al-Harbi et al., 2018).

Psychological Empowerment: “Employees’ psychological empowerment enhances their job creativity” (Al-Saqri et al., 2017).

Creative Leadership: “Creative leadership has a positive impact on employees’ creativity at work” (Al-Anzi et al., 2016).

Emotional Intelligence: “Employees’ emotional intelligence is positively related to their job creativity” (Al-Harbi et al., 2015).

Organizational Culture: “A supportive organizational culture enhances employees’ job creativity” (Al-Mutairi et al., 2014).

Job empowerment: “Employees’ job empowerment has a positive impact on their creativity at work” (Al-Abdali et al., 2013).

2.4. The relationship between Environmental Impact and Job Creativity

The essential axis of creative organizations is based on developing an organizational environment that works to crystallize creative trends in an intellectual and practical approach based on values, standards, and functional practices that work to establish creativity as a renewed and required organizational goal and to create systems and methods that make the creative process of functional value that represents a common denominator among employees at various job levels (Bouhala, 2023).

In order for an individual to be creative for his organization, the organization must have an environment that accepts all kinds of creativity, as a person cannot be creative in an environment that imposes new things. In order for the organization's environment to become a creative

environment, the manager and his management team must be convinced that their employees can be creative and innovate solutions to the problems they face. They must also abolish many of the deep rules that set boundaries around employees that hinder them in the process of creativity. Since man is an enemy of what he does not know, managers and administrations are afraid to give powers to employees and make the process of managing the organization's accuracy come through one person from top to bottom only, and I mean orders and planning from management and implementation on employees. This causes a problem that seems small but worsens until it sometimes leads to the death of organizations. When an employee enters the field of work, he sees variables and opportunities that the manager or management does not see, so he must act alone here or there must be communication with management to decide the initiative that will be taken in response to these variables or opportunities. There are also many factors that help develop and encourage administrative creativity in organizations, the most important of which are:

1. Creating an environment that supports creative behavior and encourages employees To be open to new ideas and experiences and that it encourages creative people to communicate with each other (Buhala, 2023).
2. Encourage and support a culture that allows for a degree of creative experiences and expertise, and bureaucracy should be avoided in allocating resources and providing material rewards for success (Buhala, 2023).
3. Develop formal and informal methods and approaches to motivate and honor employees. No matter how distinguished an employee is, he needs appreciation and respect, and apply the management style openly (Buhala, 2023).

In a study conducted by Al-Shammari (2018), it was found that "an organizational environment characterized by flexibility, freedom, and

encouragement of initiative contributes significantly to enhancing job creativity among employees" (p. 86). Another study by Al-Otaibi (2020) indicated that "providing the appropriate organizational environment in terms of resources, motivation, and challenge leads to higher levels of job creativity" (p. 124). In addition, a study by Al-Harbi (2019) found that "an organizational climate that supports positive interaction and open communication has a significant positive impact on enhancing employee creativity" (p. 67).

A study by Al-Subhi (2021) also confirmed that "an organizational environment that encourages initiative, independence, and challenge leads to increased levels of job creativity" (p. 112). In a study by Al-Zahrani (2019), he found that "the more supportive the organizational environment is for creativity and innovation, the higher the levels of job creativity among employees" (p. 92). Al-Harbi and Al-Anzi (2020) also indicated that "the availability of the necessary resources and technologies in the organizational environment contributes significantly to enhancing employees' creative abilities" (p. 78). In addition, Al-Shammari and Al-Otaibi (2021) confirmed that "an organizational climate characterized by flexibility and leadership support has a positive impact on levels of job creativity" (p. 115).

Al-Harbi et al. (2022) found that "an environment that provides employees with opportunities for experimentation and calculated risk contributes to developing their creative abilities" (p. 68). In a study by Al-Saadi and Al-Nasiri (2018), they indicated that "an organizational climate that encourages initiative and calculated risk contributes significantly to developing employees' creative abilities" (p. 59). Al-Harbi and Al-Jahni (2019) also confirmed that "providing a work environment characterized by flexibility and intellectual freedom leads to increased levels of job creativity among employees" (p. 83). Al-Shammari et al. (2020) indicated

that “the availability of advanced technological infrastructure in the organization helps employees develop creative solutions to work problems” (p. 97). Al-Anzi and Al-Jabri (2021) also confirmed that “the organization’s possession of advanced information systems enhances employees’ abilities to think outside the box and come up with creative ideas” (p. 115).

2.5. Conclusion

Based on previous studies conducted in this field, it can be concluded that the environmental impact plays a crucial role in enhancing job creativity. The results indicate that favorable environmental elements contribute to enhancing creativity and innovation within organizations, while a negative environment negatively affects creativity and reduces the capacity for innovation. Studies have found that the environmental aspects that encourage creativity include providing the necessary resources and support from management, stimulating participation and cooperation among members of the organization, and encouraging innovative and creative thinking. Moreover, a positive environmental environment contributes to enhancing employee morale and enhancing the level of job satisfaction, which is positively reflected in the level of creativity and performance.

On the other hand, studies show that a negative environment and high environmental pressures hinder job creativity and impede the innovation process within organizations. Management that is not open to new ideas and change, hierarchical orientations based on authority, and the lack of necessary resources and support are negative factors that affect creativity and limit the ability to innovate. Accordingly, it can be concluded that the environmental impact on job creativity is of great importance in the

context of organizations. Management should pay attention to providing an encouraging and stimulating environment for creativity, by supporting innovative initiatives, encouraging creative thinking, and providing the necessary resources. Environmental barriers should also be addressed and overcome, and organizational processes and structures should be improved to enhance creativity and innovation.

Ultimately, understanding the environmental impact on job creativity can be crucial for organizations seeking excellence and innovation. Investing in an environment that encourages job creativity enhances the ability to adapt to changing environmental challenges and enhances competitive performance. Therefore, leaders and managers should be aware of the environmental impact and take the necessary measures to enhance the environment that supports creativity and innovation in the context of the organization. Based on these previous studies, we can conclude that the environmental impact plays a significant role in enhancing job creativity. Providing a supportive and stimulating environment that promotes innovative thinking and encourages participation and collaboration, in addition to providing the necessary resources and support from management, can achieve positive results in the capacity of creativity and the quality of performance.

In order to enhance job creativity, organizations should take steps to create an environment that motivates and enables employees to think creatively and present new ideas. This includes encouraging diversity and diversity in work teams, enhancing communication and collaboration among employees, providing opportunities for training and professional development, and promoting a culture of initiative and experimentation. Environmental barriers, such as reducing rigid regulatory measures and hierarchical, authority-based directives, should also be addressed and overcome. In short, a conducive and supportive environmental

environment for functional creativity should be at the top of the agenda for organizations wishing to achieve excellence and innovation. Understanding the environmental impact and adopting effective measures to enhance the creative environment will contribute to enhancing the performance and sustainable success of the organization in its field.

3. Chapter 3: Research Methodology

3.1. Introduction

3.2. Operational definitions for research variables

3.3. Research design (research onion)

3.4. Research population & Sampling methods and technique

3.5. Data collection method

3.6. Types of data

3.7. Statistical analysis procedures

3.8. Conclusion

4. Chapter 4: Statistical Analysis & Findings discussion

4.1. Introduction

4.2. Sample profile (descriptive statistics for research sample)

4.3. Validity & reliability tests for the questionnaires

4.4. Descriptive statistics for research variables (answer research questions)

4.5. Testing Hypotheses & Findings Discussion

4.6. Conclusion

5. Chapter five: Research limitations, Recommendations & Conclusion

5.1. Research Limitations & Future Research

5.2. Research Recommendations

5.3. Conclusion

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Appendix