

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

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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.

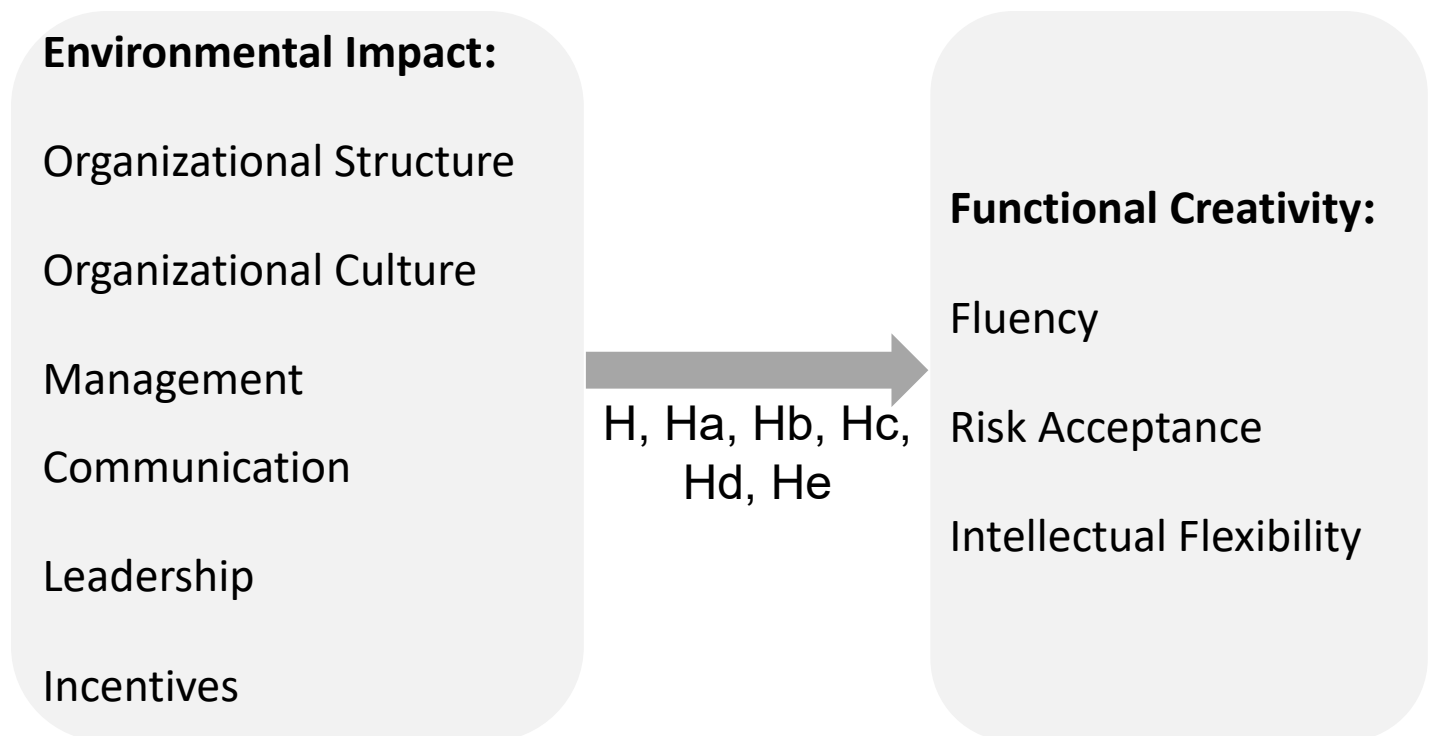
Hd There is a statistically significant relationship between leadership and achieving job creativity.

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.

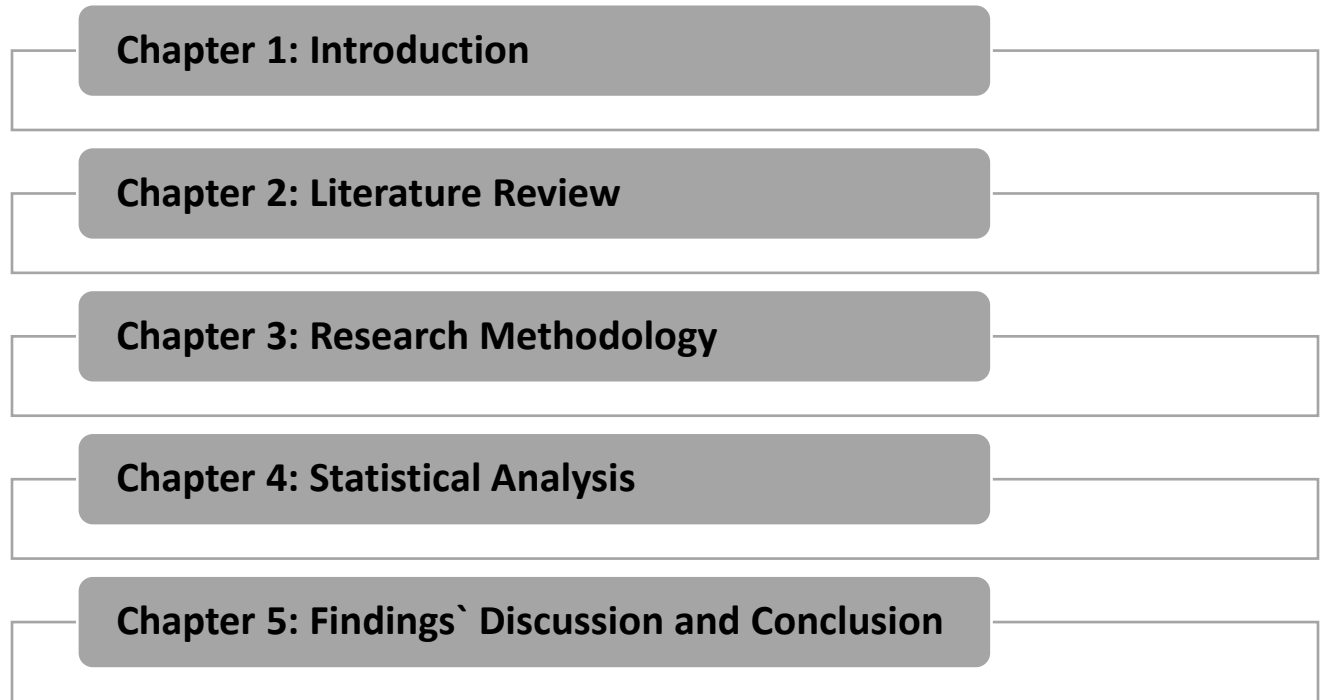
Nadec offers a wide range of products that meet the needs of consumers of all ages. Its products include fresh milk, natural juices, various types of cheese, yogurt, and many other food products. Nadec products are distinguished by their high quality and delicious taste, as the company uses the latest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

Brief introduction for the chapter

2.2. The independent variable

2.3. The dependent variable

2.4. The relationship between the independent and the dependent variables

2.5. Conclusion

3. Chapter 3: Research Methodology

3.1. Introduction

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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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[of+creativity.+Westview+Press.&ots=OmAJ9gSEw8&sig=0Mgn-2KVK9t_lhH6RvvRT4UEZmc&redir_esc=y#v=onepage&q&f=false](https://books.google.com.sa/books?hl=ar&lr=&id=a8aWDwAAQBAJ&oi=fnd&pg=PP1&dq=Amabile,+T.+M.+(2018).+Creativity+in+context:+Update+to+the+social+psychology+of+creativity.+Routledge.%E2%80%8F&ots=OmAJ9gQJu8&sig=6R2dvr4Z9v4WvLTIXbv5Cw5XeuY&redir_esc=y#v=onepage&q=Amabile%2C%20T.%20M.%20(2018).%20Creativity%20in%20context%3A%20Update%20to%20the%20social%20psychology%20of%20creativity.%20Routledge.%E2%80%8F&f=false)

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Appendix