

THE STUDY ON RELATIONSHIP BETWEEN EMOTIONAL AND EMPLOYEES' CREATIVITY OF SOCIAL SECURITY ORGANIZATION IN TUSERKAN, NAHAVAND AND ASADABAD IN IRAN

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ABSTRACT

In This study tried to investigate the relationship between and employees' emotional intelligence and their creativity. In other word it is answered to this question: Is there a significant and positive correlation between employees' emotional intelligence and their creativity or not? In regard to for hiring creative human resource, it is more attention to their rational intelligence and responsibilities do not attention to other side of intelligence, special emotional intelligence. Therefore it has been tried to assess the correlation between employees' emotional intelligence and their creativity in the research. Statistical population of this research includes 65 employees of the social security organization in Toyserkan, Nahavand and Asasabad cities. 56 employees were selected by using Morgan Table. Sampling was conducted randomly. Tow questionnaires were used for collecting data: creativity and emotional intelligence questionnaire. Validity of tow questionnaires was approved by management professors. For determining reliability of questionnaires, it was used from Cronbach's alpha. Coefficient alpha of emotional intelligence and creativity questionnaire were equal to .810 and .940 respectively for creativity and emotional intelligence. Descriptive statistics, such as frequency, percentage, mean and graphs were used. In inferential statistics section, linear regression was used to determine the relationship between the variables of emotional intelligence and employees' creativity. Results from the survey shows that there is a positive and significant relation between all dimensions of emotional intelligence and creativity.

Keywords: *Emotional Intelligence, Self-Management, Social Awareness, Social Skills, Creativity*

INTRODUCTION

Evidence shows that many people who have emotional skills. The people who know you well and steer your emotions in every area of life are usually preferred. They have the habit of thinking that caused them to be productive and efficient. People who do not have control of their emotional life, emotional and inner conflict are the focus of their ability to do the work and clear thinking head (Parsa , 2008). Evidence hows that many people who have emotional skills. The people who know you well and steer your emotions in every area of life are usually preferred. They have the habit of thinking that caused them to organizations can be successful in the field of their activities that their purpose is to enhance the creative people. They communicate well with each other, and by using new ideas and collective knowledge production, can laminate the inconvenience. One of factors that could be useful in this way is human's emotional intelligence. Evidence shows that people who have emotional skills. Namely those who are well known for their emotions and conduct, In every area of life are usually preferred (Parsa, 2008).

Theoretical background

Emotional intelligence is a fundamental element of human behavior that isolated acts of cognitive intelligence (Gardner & stough, 2002). In 1990, two American academics John Mayer and Peter Salvvy wrote two articles about emotional intelligence and its investigation in this case began.

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Goleman (1998), focused on emotional Intelligence in his other book that is called “Working with the need for emotional intelligence in the workplace”. He believes that not only managers and heads of organizations require emotional intelligence, but everyone who works in an organization requires emotional intelligence (Gardner & Stough, 2002).

Definitions of Emotional Intelligence

Emotional intelligence has different definitions of which can be mentioned the following:

Emotional intelligence is the ability to recognize, understand, and regulate emotions and use them in personal and work life. Emotional intelligence is an emotional predisposition that will determine how we use from our skills the best possible way (Parsa, 2008). Baran knows the emotional intelligence as Individual’ abilities in facing environmental challenges (Vosoughi Kia, 2007).

The role of emotional intelligence in success

Murphy (2002) showed that multiple intelligences are needed for management success. He has considered the emotional intelligence as the most important factor for Staff organization success. Today, studies show that, it is benefit of human feelings and emotions or is EQ, that it is more realistic criteria for measuring human intelligence. In studies, has been cleared that Success factors for prominent peoples come from their Positive feelings not IQ. In studies, it has been cleared that Success factors for prominent people come from Positive emotions (+ EQ). Conversely Unsuccessful people are those that develop negative emotions (EQ-) in themselves.

Positive emotional factors are Sense of self-esteem, self-love and hold dear, taking self-responsibility, having aspirations Planning brain and mind, positive thinking, Envisioned, inspiration, variability, sociable, adventurous, patience and . Such negative feelings, Pessimism, it can be named fear of failure, anxiety, feelings of impotence, inferiority, fear of punishment, the feeling of inertia, insecurity, running away from accepting responsibility, guilt and... Goleman also suggests that Cognitive intelligence (IQ) Causes Only 20% of success in the best conditions and 80 percent of success is dependent on other factors). (Goleman, 1996).

Dimensions of emotional intelligence

- 1- Consciousness, components: emotional self-awareness, Self-assessment, Self Confidence.
- 2- Self-management, components: Self-control, loyalty, conscientiousness, adaptability, achievement orientation, action and initiatives.
- 3- Social awareness: components: empathy, organizational awareness, service orientation.

Definitions and concepts of creativity

Creativity means the ability to combine ideas in a unique way and creating continuity. Creativity is the use of mental abilities to create a new concept or idea (Rezaeian, 2005). Creativity is the ability to visualize ideas and make predictions (Khaki, 2006). Creativity refers to the ability to generate new ideas (Alwani, 2005). Henri Poincare the great French mathematician says creativity means of detection, purification, intuition, perception and perception of choice (Saatchi, 1999).

Statement of Problem

Today, from the experts' view, Creativity is as an essential aspect of any change and innovation. Based on interpretation Amabile (1999), creating new ideas and innovative product, are of humans' cognition features. Studies also show that the center of a new movement in the future, taking advantage of the amount of creativity and creative thought forms. The present studies also show that the center of the modern movement in the future, to exploit the creativity and creative thinking form. Accordingly, one of the major challenges facing humanity in the foreseeable future to exploit the issue of creative minds and personalities in various fields of scientific, research, technology, and health- (Barsade, 2000). But the

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main issue is to understand Factors affecting the creativity. Some, such as Guilford (1950) believes that creativity has a metacognitive dimension and is related to higher mental processes, such as thinking, intelligence, imagination and information processing. Others, such as Harrington (1990) and Torrance (1974) believe that creativity is a personal effect that depends on factors such as; motivation, emotion, feelings, experiences and personal learning (Barsade, 2000).

Importance of subject matter

Rational consciousness was considered as one of the major factors affecting on human creativity in the past. And by using rational intelligence tests, amount of peoples' creativity was estimated. But after years of behavioral scientists found that, it is not adequate only having capacity for rational intelligence. Then their attention was drawn to a different kind of intelligence that is known as emotional intelligence. Studies show that many people with intellectual and cognitive intelligence have failed in Career, personal life, relationships with others, and even educational background. While many people with low intellectual intelligence are highly successful career, As regards, in organizations, it is considered rational intelligence, the organization employing the creative workforce, mostly due to their rational intelligence. And other aspects of intelligence, including emotional intelligence is not considered. Therefore, this study attempts to examine the relationship between emotional intelligence and creativity of employees, and this question arises that: is there a significance and positive relationship between employees' emotional intelligence and their creativity?

Research conceptual model

In the present study, the ability of Goleman's model is used (Figure 1)

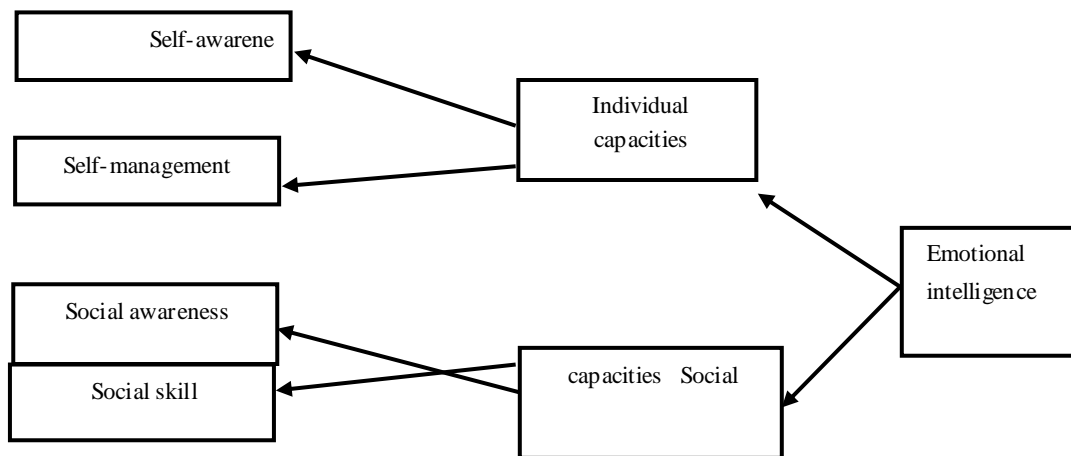


Figure 1: conceptual model - Source: (Bradby and Graves, 2006)

Research hypotheses

Main hypothesis: there is a significant and positive correlation between emotional intelligence and creativity in Social Security Organization.

Sub-hypothesis

Sub-hypothesis 1: there is a Significant and positive correlation between Self-awareness and creativity in Social Security Organization.

Sub-hypotheses 2: There is a Significant and positive correlation between Self-management and creativity in Social Security Organization.

Sub-hypotheses 3: there is a Significant and positive correlation between social consciousness and creativity in Social Security Organization.

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Sub-hypotheses 4: there is a significant and positive correlation between social skill and creativity in Social Security Organization.

Empirical research background

Davari (2006), paper entitled: "The relationship between emotional intelligence and creativity, with styles of coping with stress," concluded that: The emotional intelligence can be used to predict problem-focused coping style is used.

Rahnama and Abdolmaleki (2008), paper entitled: "The relationship between emotional intelligence and creativity with academic achievement of students of Shahed University “ , Concluded that there is a significant and positive relationship between students' progress with seven components of emotional intelligence Including fluid, flexible, expanded initiative, self-motivation, self-awareness, empathy and social skills.

Fakhri et al (2009) were investigated the correlation between emotional intelligence and creativity of Public Health Medicine, Islamic Azad University, Sari Branch. They concluded that there is a significant and positive relationship between the public health and emotional intelligence and between general health and creativity.

Nowfarasty, et al (2007) paper entitled: “Emotional intelligence and creativity of the students” came to these results that there is a significant and positive relationship between all three components of emotional intelligence (creativity, flexibility, and fluid) and students' Creativity.

RESEARCH METHODOLOGY

Research Method: The present research is applied based on the goal, and it’s a field research (Non-experimental) based on data gathering method, from the point of study is descriptive. , and this research is Correlation type based on relationship between research variables. The method of doing this research is survey type which one of its most important advantages is the ability to generalize results. In analytical model of research, emotional intelligence is considered as independent variable and employ s' creativity is considered as dependent variable. The main tool of data gathering in this research is the questionnaire. In this study, we used two questionnaires: Emotional Intelligence Questionnaire and Employee Creativity Questionnaire.

Statistical population: The population of this research includes are all of the employees of social security organizations in Tuyserkan, Asad abad and Nahavand in 1392, their numbers are 65 peoples.

Sample size and sampling: By using Morgan's Table, numbers of samples 65 Persons are determined 56 patients that by Using a class method – Relative, Sample size in each of Investigated cities is determined in accordance with Table 1.

Table 1: Number of Employees and Number of samples

| number | Number of Employees | City name | number |
|--------|---------------------|-----------|--------|
| 24 | 27 | Toyserkan | 1 |
| 17 | 20 | Nahavand | 2 |
| 15 | 18 | Asasabad | 3 |
| 56 | 65 | | sum |

Data collection tools

For gathering data were used two questionnaires: 1- Creativity standardized questionnaire, this questionnaire include sixteen questions.2- Emotional Intelligence Questionnaire, this questionnaire is researcher made and It consists of twenty-four questions about the four dimensions of emotional intelligence.

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Reliability and validity

For assessing the validity of data collection tools, from college professors’ view and certified experts’ comments were used. For determining reliability of the present research tools, in low sample size the questionnaire was distributed between 20 responders, the results of the samples studied, showed Cronbach's Alpha Coefficient equal to .810 and .940 respectively for creativity and emotional intelligence.

Data analysis methods

Descriptive statistics, such as frequency, percentage, mean and graphs were used. In inferential statistics section, linear regression was used to determine the relationship between the variables of emotional intelligence and employees’ creativity. For determining the relationship between emotional intelligence and individuals’ creativity, Spearman Correlation Test was used. Also by Using the Friedman test, dimensions of emotional intelligence were ranked.

RESULTS

Results from testing the main hypothesis have been shown in Table (3)

1- Table 2 shows a significant level of zero that is less than the error level of 0/05. And stating original hypothesis is acceptable, and states that original hypothesis is acceptable, In other words, there is a significant relationship between emotional intelligence and employee creativity.

Table 2: Results from Results from testing the main hypothesis

| | Parameter Estimation | Estimated standardized regression parameters | Test statistic | The level of significance | Results |
|---|----------------------|--|----------------|---------------------------|-------------|
| Width Of origin Intersection point of the Regression line with the y-axis | 3.52 | – | 0.43 | 000 | |
| Emotional Intelligence | 0.68 | 068 | 6.8 | 000 | Significant |

2- According to Table 3, correlation coefficient between the components of emotional intelligence and creativity is positive. Therefore, we can conclude that there is a direct positive relationship between four components of emotional intelligence and creativity. According to Table 4 There is the most relationship between social skills and creativity and the lowest correlation is relation to self-awareness. In terms of correlation, Social consciousness” and "self-management, respectively, the second and third ones.

Table 3: Results of sub- hypothesis testing

| Sub hypothesis | Variables | Number | mean | Standard deviation | The correlation coefficient | Significance level |
|---------------------------|--------------------|--------|--------|--------------------|-----------------------------|--------------------|
| The first sub-hypothesis | Creativity | 56 | 58.75 | 9.4 | .41 | 0.000 |
| | self-Consciousness | | 11.107 | 2.23 | | |
| The second sub-hypothesis | Creativity | 56 | 58.75 | 9.4 | .62 | 0.000 |
| | Self-management | | 24.87 | 3.02 | | |
| The third sub-hypothesis | Creativity | 56 | 58.75 | 9.4 | .64 | 0.000 |
| | Social Awareness | | 12.08 | 2.48 | | |
| The fourth sub-hypothesis | Creativity | 56 | 58.75 | 9.4 | .68 | 0.000 |
| | Social Skills | | 32.5 | 3.3 | | |

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3- Prioritize the dimensions of employee’s emotional intelligence based on Friedman test According to Table 4, respectively, the first priority is related to the social skills. The fourth priority is concerned to Self-awareness. Self-management and social awareness have respectively the second and third priorities.

Table 4: Rank averages Values of Four Emotional Intelligence

| Priority | Average Rating | Indicators |
|----------|----------------|------------------|
| 1 | 3.91 | Social Skills |
| 2 | 3.09 | Self-management |
| 3 | 1.98 | Social awareness |
| 4 | 1.09 | Social awareness |

Table 5 shows, significant Priorities in (Table 4). Thus it can be said that from employees view, Social Skills has the highest average, and self-awareness the lowest average. Self-management has second and social awareness has third priority.

Table (5): Friedman test

| number | Significance level | Degrees of freedom | The chi-square statistic |
|--------|--------------------|--------------------|--------------------------|
| 56 | 0.000 | 3 | 163.69 |

DISCUSSION AND CONCLUSIONS

Results from the survey shows that there is a significant relation between all dimensions of emotional intelligence (self-awareness, self-management, social awareness and social skills) and creativity. This means that whatever employee’s intelligence is more, their creativity will increase. On the other hand, the conclusions result from Ranking of dimensions of emotional intelligence, showed that the highest priority is related to the "social skills", and Self-awareness has the lowest priority. Therefore, with regard to the components of social skills that has been raised in the questionnaire, It can be said that employees who are more concerned with strengthening the ability of others toward motivating and guiding others and are more inclined towards motivating and guiding others and are willing to negotiate and resolve disputes, love working group for synergy, they are more creative employees. Therefore managers of organization where research has been done in it, should it strive to maintain such employees and it needs to anticipate the necessary arrangements, because they should be able to use them effectively.

The results of this research are consistent with the results of Fakhry, et al (2009). In this study it was found that there was a significant positive correlation between emotional intelligence and creativity.

Also the results of this research correspond well with the results of the study of Rahnama and Abdolmaleki (2008), entitled: The relationship between emotional intelligence and academic achievement of students in Shahed University. Also the results of this research are consistent with the results of their research entitled: The relationship between male and female students’ emotional intelligence and their creativity. They concluded that all three components of emotional intelligence (creativity, flexibility, and fluid) have a direct and significant relationship with students' creative girls and boys. And also with the results of Davari (2006), titled: The relationship between creativity and emotional intelligence with styles of coping with stress is consistent. They concluded that emotional intelligence can be used to predict problem-focused coping style.

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