

The Relationship between Organizational Creativity and Efficiency of Principals of Girls' High Schools in Ardabil Province

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ABSTRACT

Objective: The present study aims to investigate the relationship between organizational creativity and efficiency of principals of girls' high schools in Ardabil. This research is a descriptive one of correlational kind and it was implemented as a field study. **Methodology:** To collect data, global standard questionnaire of organizational creativity and efficiency questionnaire were used. After the coordination was carried out, the questionnaires were sent to all principals of girls' high schools in Ardabil Town (60 persons). **Results:** Finally, the 40 returned questionnaires were studied. Descriptive statistics was used for the classification of raw data and to calculate the mean, standard deviation, etc. and then the Spearman correlation coefficient was used to determine the relationship between variables. **Conclusion:** At last, the findings obtained from statistical analysis indicated that there is a significant positive relationship between organizational creativity ($P = 0/018$) and its indicators; i.e. the tolerance of failure ($P = 0/017$), accepting ambiguity ($P = 0/015$), encouragement of new theories ($P = 0/022$), accepting the change ($P = 0/016$), tolerance of opposition ($P = 0/025$) and low external control ($P = 0/028$) with efficiency of principals of girls' high school in Ardabil.

1. Introduction

1.1 Problem statement

Organizational creativity in a concept has been defined as features, capabilities and creative efforts of all staff of organization (Rohlen, 1983). Van Don and his colleagues believe that "creativity is the foundation for the innovation process and innovation is some part of a system that produces it (Yilmaz, 2010). This system is the same organization or organizing." Vicari knows organizational creativity as a result of conditions and states of all the organization that are not summarized in personal creativities and are not the sum of personal creativities. Organizational creativity includes a context in which all people are cooperating and working together. Bosadur believes organizational creativity is synonymous with continuous improvement. Organizational creativity is a rotating process of constantly finding solutions of problems that enable valuable changes in the organization in order to achieve success (Yazdani, 2006). In another definition, organizational creativity is the process of producing new organizational ideas and finding new solutions to solve problems of the organization (Gholestan Hashemi, 2003). Organizational creative is to present new thought and innovative to improve and increase the quantity and quality of activities of the organization (Haghighayegh, 2001; Eshaghi, 2008). Organizational Creativity is a process implemented by individuals in a complex organizational community to gain value, useful new products, services and ideas (Andriopulus and Dawson, 2011). In a conclusion, organizational creativity can be known as all the processes and conditions governing over the organization that provides a way to create new ideas by people and encourages the organization to accept changes and reforms proposed by persons. In other words, organizational creativity includes all ongoing processes in an organization which encourages people to present new ideas and the organization to accept new ideas (Yazdani, 2006). Main sources of generating organizational ideas are divided into two main categories: 1) external organizational sources such as goods or services existing in market, commercial activities and technologies existing in market, research-industrial (R&D) centers, exhibits, conferences and scientific and industrial gatherings, communications and academic activities and 2) internal organization sources such as creative and innovative manpower, strategic program of organization, or in other words vision of organization, use of techniques of generating ideas and research projects (Park, 2012). Effects and performance

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of creativity in organizations usually are presented at two levels: a) personal behavior which includes changes in vision, attitudes, perceptions and expectations and b) organization behavior which presents increased tendency to teamwork and to maintain the collective spirit, a significant decrease in conflicts, considerable and continuous growth of collective power to solve problems and difficulties, contribution for the formation of an incentive system based on psychological findings and facts, the development of honesty, sincerity and interest in development of others (Esmailtabar, 2008). In addition, efficiency requires some efforts be made constantly to adapt economic activities with the constantly changing conditions. In fact, efficiency is a firm faith in human progress. Knowing schools play a fundamental role in education of students and also it has a critical mission in the field of improvement of community and creating a favorable, healthy and pleasant environment for people, the proposed research will seek to make clear that according to several mentioned theories how and with what approach school principals can foster a favorable organizational creativity to achieve efficiency and effectiveness in schools in order to realize efficiency (Ubben et al., 2001). To do so, the proposed research will seek to explain the relationship between organizational creativity and its indicators with efficiency of principals of high schools of the studied community to present required solutions by inferring from research findings.

2. Materials and methods

This is a descriptive research of correlational kind which was implemented in a field study form. Correlation refers to the relationship between two or more variables which are able to become quantities (Koch et al., 2015). Accordingly, in the present study, the correlational method was used to investigate the relationship between organizational creativity and its indicators (failure tolerance of failure, accepting ambiguity, encouragement of new ideas, accepting the change, tolerate of conflict and low external control) with efficiency of principals of girls' high schools in Ardabil. Statistical population of the present study included all principals of girls' high schools of Ardabil Province (60 people). Among them, 40 people returned the completed questionnaires and so they were considered as a statistical sample of the research. To gather data, global standard organizational creativity questionnaire and efficiency questionnaire were used. These questionnaires have been used in a research by Ministry of Sciences, Researches and Technology; therefore, the mentioned questionnaires have reliability and validity. In this research, descriptive statistics was used for the classification of raw data and to calculate the mean, standard deviation, etc. and then the Spearman correlation coefficient was used to determine the relationship between variables of research (organizational creativity, indicators of organizational creativity and efficiency). Also, decision criterion in all variables was as much as alpha 0.05.

3. Discussion and results

There is a meaningful relationship between organizational creativity and efficiency of principals of girls' high schools of Ardabil Province. Findings in Table 1 indicate that there is a significant correlation between organizational creativity and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between organizational creativity and efficiency of principals of girls' high schools in Ardabil Province.

Table 1. Correlation between organizational creativity and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
Organizational creativity efficiency	40	0.541	0.018	Rejection of null hypothesis

* $p \leq 0.05$

There is a meaningful relationship between tolerance of failure and efficiency of principals of girls' high school of Ardabil Province. Findings in Table 2 indicate that there is a significant correlation between tolerance of failure and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between tolerance of failure and efficiency of principals of girls' high schools in Ardabil Province.

Table 2. Correlation between the indicator of tolerance of failure and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
Tolerance of failure efficiency	40	0.621	0.017	Rejection of null hypothesis

* $P \leq 0.05$

There is a meaningful relationship between accenting ambiguity and efficiency of principals of girls' high school in Ardabil Province.

Findings in Table 3 indicate that there is a significant correlation between accepting ambiguity and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between accepting ambiguity and efficiency of principals of girls' high schools in Ardabil Province.

Table 3. Correlation between accepting ambiguity and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
Accepting ambiguity efficiency	40	0.428	0.015	Rejection of null hypothesis

* $P \leq 0.05$

There is a meaningful relationship between encouragement of new ideas and efficiency of principals of girls' high school in Ardabil Province.

Findings in Table 4 indicate that there is a significant correlation between encouragement of new ideas and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between encouragement of new ideas and efficiency of principals of girls' high schools in Ardabil Province.

Table 4. Correlation between encouragement of new ideas and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
encouragement of new ideas efficiency	40	0.469	0.022	Rejection of null hypothesis

* $P \leq 0.05$

There is a meaningful relationship between accepting the change and efficiency of principals of girls' high school of Ardabil Province.

Findings in Table 5 indicate that there is a significant correlation between accepting the change and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between accepting the change and efficiency of principals of girls' high schools in Ardabil Province.

Table 5. Correlation between accepting the change and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
Accepting the change efficiency	40	0.528	0.016	Rejection of null hypothesis

* $P \leq 0.05$

There is a meaningful relationship between tolerance of opposition and efficiency of principals of girls' high school of Ardabil Province.

Findings in Table 6 indicate that there is a significant correlation between tolerance of opposition and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between tolerance of opposition and efficiency of principals of girls' high schools in Ardabil Province.

Table 6. Correlation between tolerance of opposition and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
Tolerance of opposition Efficiency	40	0.299	0.025	Rejection of null hypothesis

* $P \leq 0.05$

There is a meaningful relationship between low external control and efficiency of principals of girls' high school of Ardabil Province.

Findings in Table 7 indicate that there is a significant correlation between low external control and efficiency of principals of girls' high schools in Ardabil Province. Accordingly, null hypothesis was rejected and sentence assumption was confirmed. In addition to confirming sentence assumption, results obtained from statistical analysis suggest that there is a positive relationship between low external control and efficiency of principals of girls' high schools in Ardabil Province.

Table 7. Correlation between low external control and efficiency

Statistical indicator Variables	Number of sample (N)	Rate of correlation (R)	p-value*	Result
low external control efficiency	40	0.501	0.028	Rejection of null hypothesis

*P ≤ 0.05

4. Conclusion

The main purpose of this research was to investigate the relationship between organizational creativity and efficiency of principals of girls' high schools in Ardabil. In addition, in the form of specific aims, we proceeded to consider the relationship between indicators of organizational creativity (tolerance of failure, accepting ambiguity, encouragement of new ideas, accepting the change, tolerance of opposition and low external control) with efficiency of principals of girls' high schools of Ardabil. Results indicate that there is a significant positive the relationship between organizational creativity and efficiency of principals of girls' high schools of Ardabil.

Finally, according to results of the present research and findings from similar researches in this field (Leavey, 2016), it can be said that managers of training organizations along with recognizing the favourable creativity of organization should provide the field for development of every single indicator of organizational creativity –that each of them in a way is in positive and developing interaction with organizational efficiency- between staff of the organization through which to provide fields of favourable development and expansion of training from respective organizations for all people.

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