

THE IMPACT OF SELF-DETERMINATION AND EMPLOYEE CREATIVITY ON WORK
PERFORMANCE: A STUDY OF MEDIA AND BROADCASTING COMPANIES OF
PAKISTAN

By

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I remember my mother's prayers and they have always followed me. They have clung to me all my life. ~Abraham Lincoln

This work is dedicated to *my mother*, may Allah bless her soul.

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LIST OF ABBREVIATIONS

HRM	Human Resource Management
OB	Organizational Behavior
SDT	Self Determination Theory
EC	Employee Creativity

ABSTRACT

The discourse of management unequivocally emphasizes that the output of an organization is largely dependent on the input of its employees. Considerable emphasis appears to be obvious in the scholarship examining the factors that augment the employees' work performance. Although research in this area seems to be on the rise, the antecedents of self-determination and employee creativity have not been given the due scholarly attention, particularly, in context of a developing economy. Thus, the center of attention of this study is to predict the possibility, at an acceptable level of confidence, that self-determination and employee creativity improve the work performance. The present study has accordingly estimated a regression model to demonstrate the likely variation in work performance based on antecedents of self-determination and employee creativity. Using survey data from 380 professionals working in media and broadcasting companies of Pakistan, it is found that, as hypothesized, self-determination and employee creativity positively affects the work performance. Hence, the hypotheses of this study which suggest that self-determination and employee creativity augment the work performance of employees to achieve organizational objectives are sustained. Afterwards, the implication of this inquiry for the academia, practitioners, and the policy makers are discussed in the field of human resource management and organizational behavior. Focusing on the individual dimensions discussed in the present study to foster self-determination and employee creativity, while making decisions about job designs, may make work environment more motivating. The study offers a detailed insight to help academicians, policy makers, and practitioners improve the work performance of employees based on the theory of intrinsic motivation. Finally, the possible avenues for future research in the existing field of inquiry are discussed briefly.