EFFECT OF GENDER ON CREATIVE CLIMATE OF AN ORGANIZATION

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ABSTRACT

Role of gender in firm creativity and innovation, especially in engineering firms, is well discussed and researched with multilevel lens. Creativity and its demand is well addressed according to organization's needs. Different genders and their status in firm the transformation is analyzed in this paper. It focused on factors hindering gender from firm upheaval. Aspects like information sharing, networking, intrinsic motivation and learning culture will be highlighted, these will be independent variables. Creative culture will be our dependent variable. This research intended to explore all possible ways these dependent variables effects creativity of a firm. Quantitative research is conducted to prove our hypothesis. The questionnaire was used as an instrument to gather data and different statistical methods were applied to build an argument. According to our results female gender lag behind in creativity. For future implication many more arenas of this field like psychological factors and newly explored genders can be discussed.

Keywords: Learning culture, creative climate, gender, intrinsic motivation.

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