Conclusions

In this article, we have attempted to develop a model of individual creativity. We have revealed the importance of personal characteristics and intrinsic motivation influence managers’ creative performance. Consequently, it is justified to conclude that theories are needed in the investigation of the relationship between personal characteristics and creativity in order to encourage our knowledge. Through the discussion of major theories on leadership will make a better understanding of a basic foundation of theories in explaining the relationship in the model of individual creativity.

The results of the present study are also applicable to other industries that emphasis on creativity. Such industries that can benefits from the results of the present study are Biotechnology Company where fifty percent of the employee are scientists, financial services company that is constantly innovating in service and marketing strategies, and consulting firm that is continuously striving to develop new analytical tools.

The present research manages to shed light on a number of determinants on creativity among radio operating managers in Indonesia. The strength of the present research is that it exhibits the widest coverage sampling in the largest archipelago country in the world that has several hundred diverse linguistic and ethnic groups across the country. Nevertheless, for future research, we would like to recommend the researchers to divide participants according to the participants’ geographic locations and cultures. In terms of future research directions, a number of recommendations can be made. It would be beneficial to conduct a longitudinal study permitting both causality assessment and results generalizability to diverse industrial settings and functions. For example, we would like to recommend creativity research to be carried out in the television broadcasting stations. In August 2006, it was recorded that there were 13 TV stations with national coverage and 84 TV stations with local coverage in Indonesia, which will serve as a big potential to conduct research in creativity context among the TV station providers.

To conclude, this article has discussed major findings of studies in the creativity field. This article has also introduced the theoretical framework and it is clear that both leaders’ affection and leaders’ perception of the followers’ work contribution towards their leaders play important roles in enhancing creativity. It seems very important to acknowledge these roles in both theorizing and taking managerial decisions on how to recognize and reward creativity.

References


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