

## Employee Empowerment And Innovation: Fostering A Culture Of Creativity In The Workplace

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### Abstract

The study aims to explain the relationship between employee empowerment, Innovation and creativity. The study comprises of three foundational variables that are Employee empowerment, innovation and creativity, and the association of employee empowerment with innovation and creative. The results indicate that 32.33% of the respondents did not think that the university's organizational culture was empowering. Furthermore, 37% of the participants believed that faculty members' titles had an impact on their ability to make and accept decisions. Further, the findings indicate that 2% of respondents strongly agreed with the statement, 2% agreed with it, and 2% were motivated to establish innovative and cutting-edge techniques for creating lecture plans and related activities in their organization, according to the findings. The conclusion indicates that the organization's demotivating environmental conditions impede innovation and creativity. The findings of the study suggest that corporate culture has a substantial effect on employees' mental health and, if not in the appropriate way, causes stress in workers. The relationship between commitment and organizational culture, subculture, leadership style and job satisfaction in organizational change and development.

**Key Words:** Employee empowerment, Innovation and creativity organizational change and development.

### Introduction

An organization's culture is one of the most crucial factors that aids in defining its identity and embracing its name in a community. There are numerous interpretations of the word. The term "culture" generally refers to a set of conventional ideas and values that have surprisingly remained consistent over time (Moran E. &, 1992). Culture is viewed as a reflection of mental context, including myths, stories, values, standards, and traditions, all of which collectively serve as a representative of the organization's members' shared beliefs. "A pattern of shared basic assumption that the group learned as it solved its problem of external adaptation and internal integration, that has worked well enough to be considered valid and therefore to be taught to new members as the correct way to perceive, think, and feel in relation to those problems" is one of the widely accepted ideas of Schein E. (1990) regarding an organization's culture. Furthermore, it refers to a collection of management practices and activities that serve to demonstrate and reaffirm the core values and practices that are significant to the organization's members. According to Needle's (2004) interpretation,

organizational culture is understood as a manifestation of the people's ingrained values, beliefs, and customs. Employee creativity, work-life balance, teamwork, and organizational effectiveness are all enhanced by empowerment. Organizations should support empowering leadership in addition to empowering employees. Sharing authority and inspiring staff to strive for higher performance are two aspects of empowered leadership. The concept of "organizational culture" is broad. It has a range of size and components. "Organizational culture has been analyzed from a variety of angles and is generally acknowledged to be a complex concept." A set of dimensions developed by numerous earlier studies and researches served as the foundation for structuring the list of organizational culture aspects for our investigation.

### Variables

The study comprises of three foundational variables that is Employee empowerment, Innovation and creativity. Further, we discuss the association of employee empowerment with innovation and creativity.

### **Employee empowerment:**

Employee empowerment pertains to the power and autonomy that an organization grants its staff members to decide for themselves and take the required actions to accomplish objectives. The ideal approach to maximize employee performance and benefit the company is to give them greater authority over their work. Giving employees the power, accountability, and independence to decide for themselves and solve problems is known as employee empowerment. It is only feasible if an organization has faith in an employee's ability to carry out decision-making duties. The organization backs them up by giving them the tools they need to carry out their decisions. They labor independently, unhindered by management or their direct supervisors. Employees are more likely to accept responsibility for their tasks, become more accountable, and put in more effort to meet their objectives when they are empowered by their employers. Encouraging employees to perform to their maximum capacity, use their skills effectively, and give their all is the main goal of empowerment. Additionally, empowerment shows that managers are prepared to cede some control to a chosen group of workers who they believe are capable of making choices, establishing objectives, and achieving positive outcomes. A company can empower its staff in a number of ways, such as through decision-making, financial empowerment, and time management empowerment.

**Innovation:** In order to create long-term, consistent value, companies must design and execute an innovation culture that helps them build the skills necessary to compete successfully in the present and the future. In the age of globalization and the ever-evolving demands of the corporate environment, a culture of innovation is crucial for any firm, regardless of its size or sector. Innovation is the purposeful introduction and use of concepts, methods, goods, or procedures that are novel to the relevant unit of adoption within a position, group, or organization with the goal of greatly assisting the individual, the group, the organization, or society at large. Innovation was broadly understood to entail not just advancing current technology,

speeding up, and aiming for breakthroughs in existing process technologies, but also improving corporate management techniques.

**Creativity:** The term "creativity" describes the regular "Eureka" moments of learning that occur during development. Personal insights, or the "novel and personally meaningful interpretation of experiences," are hence creative activities that take place in the learner's mind as they construct. The capacity to come up with novel approaches to issues or ways to achieve an objective can also be characterized as creativity. Thus, people that are creative are able to find novel solutions to difficulties.

Generally speaking, creativity is separated from innovation, which places more of an emphasis on execution. According to scholars and writers Teresa Amabile and Michael Pratt, creativity is the generation of new and practical ideas, and innovation is the application of those ideas. The OECD and Eurostat said that "innovation is more than a new idea or an invention; an innovation requires implementation, either by being put into active use or by being made available for use by other parties, firms, individuals, or organizations!"

### **Relationship between Employee empowerment, Innovation and creativity**

Empowerment leadership entails distributing authority, taking part in decision-making, educating staff members about rules, setting an example, demonstrating concern, and engaging with the team. Because it improves corporate performance and productivity, organizational innovation is the capacity to develop and implement novel concepts or practices. Employee creativity is increased and individual innovative thinking is encouraged through knowledge exchange. Therefore, by coming up with fresh, practical ideas and concepts, leaders often encourage the practice of information sharing. Employee creativity, work-life balance, collaborative spirit, and organizational efficacy are all enhanced by empowerment. Employers should support enabling leadership in addition to

empowering staff members. Encouraging staff to strive for higher performance and sharing authority are two aspects of empowered leadership.

### Objectives Of The Study

- The study aims to explain the relationship between employee empowerment, Innovation and creativity.
- To observe the impact of employee empowerment on the faculty members
- To study the impact of Innovation & Creativity on faculty members.

### Area Of Study

The study comprises of faculty members from various public and private universities of Uttar Pradesh state of India. It includes Guest faculty, Assistant Professor, Associate Professor and Professor.

### Data Discussion

The data discussion can be presented through the following four statements-

Statement I: The University culture promotes empowerment of the faculty members by giving them decision making power.

Statement II: Innovation and Creativity among faculty members is highly encouraged and supported.

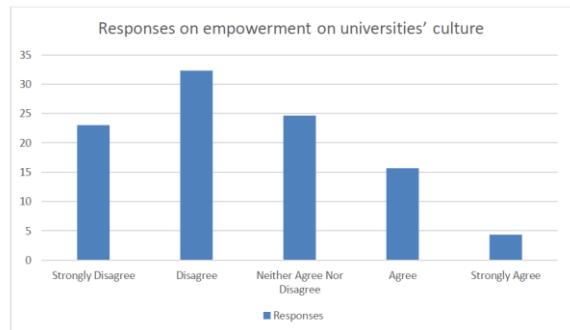
Statement III: Faculty members feel encouraged to come up with new and advanced method of preparing lecture plans and allied activities.

Statement IV: The working environment demotivates and discourages innovative and creative idea generation.

#### Statement I: The University culture promotes empowerment of the faculty members by giving them decision making power

Responses on empowerment on universities' culture

	Frequency	Percent
Strongly Disagree	69	23%
Disagree	97	32.33%
Neutral	74	24.67%
Agree	47	15.67%
Strongly Agree	13	4.33%
Total	300	100



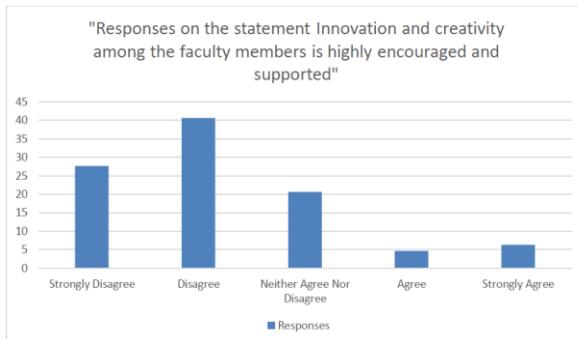
#### Responses on empowerment on universities' culture

Respondents' views on employee empowerment in organizational culture are displayed in the table and graph above. The table shows that while 24.67 percent of respondents are indifferent on the issue, 23 percent of employees strongly disagree and 32.33 percent dispute that university organizational cultures encourage employee empowerment and allow them to participate in decision-making. Regarding their involvement in organizational decision-making and employee empowerment, 15.67 percent of respondents agree, and 4.33 percent strongly agree.

Results based on "Empowerment" as one of the university's organizational culture dimensions reveal that faculty members, regardless of their position and title, believe they lack decision-making authority and that the organization disregards their opinions. The findings for both of the propositions articulated under empowerment are clear from the responses obtained. According to the results, 32.33% of the respondents did not think that the university's organizational culture was empowering. Additionally, 37% of the respondents believed that faculty members' titles had an impact on their ability to make and accept decisions.

#### Statement II: Innovation and Creativity among faculty members is highly encouraged and supported.

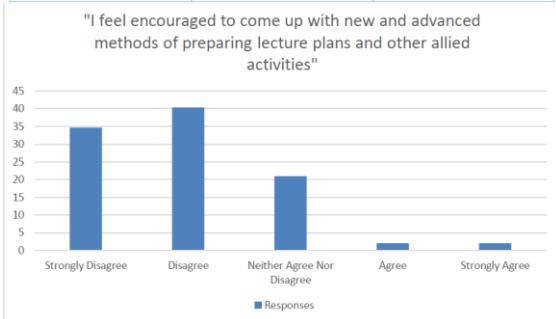
	Frequency	Percent
Strongly Disagree	83	27.67%
Disagree	122	40.67%
Neutral	62	20.67%
Agree	14	4.67%
Strongly Agree	19	6.33%
Total	300	100%



### Statement III: Faculty members feel encouraged to come up with new and advanced method of preparing lecture plans and allied activities.

Disagree	151	40.33%
Strongly Disagree	104	27.67%
Neutral	63	16.67%
Total	300	100%

Response	Frequency	Percent
Neutral	63	21%
Agree	6	2%
Strongly Agree	6	2%
Total	300	100%

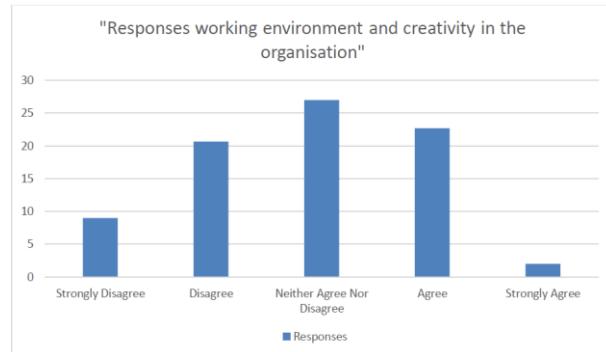


The conclusion indicates that 2% of respondents strongly agreed with the statement, 2% agreed with it, and 2% were inspired to develop innovative and cutting-edge techniques for creating lecture plans and related activities within their company. 34.67 percent of employees strongly disagreed with this statement, compared to 40.33 percent who disagreed and 40.33 percent who were neutral.

### Statement IV: The working environment demotivates and discourages innovative and creative idea generation.

	Frequency	Percent
Strongly Disagree	27	9%
Disagree	62	20.67%
Neutral	81	27%
Agree	68	22.67%
Strongly Agree	62	20.67%
Total	300	100%

Responses working environment and creativity in the organization"



According to the graph and table above, 20.67 percent of respondents strongly agreed and 22.67 percent agreed that the organization's demotivating environmental conditions impede innovation and creativity. Furthermore, 9 percent of employees strongly disagreed with this remark, compared to 20.67 percent who disagreed and 27 percent who were neutral.

### Findings

The inference shows that 6.33 percent of respondents strongly agreed and 4.67 percent agreed with the statement that faculty members' creativity and innovation are greatly encouraged and fostered in their organization. Of those who responded, 20.67 percent were neutral, 40.67 percent disagreed, and 27.67 percent strongly disagreed with this statement.

Another disheartening factor is innovation and creativity. According to the analysis, 27% of respondents believe that these traits are not supported or encouraged at all, 40% disagree with the statement that they are encouraged to develop new and advanced methods for creating lecture plans and other related activities, they have reported that their workplace discourages them from coming up with innovative ideas.

As far as implementing new and advanced method of preparing lecture plans and other allied activities, 2% of respondents strongly agreed with the statement, 2% agreed with it, and 2% were motivated to establish creative and original methods for developing lecture plans and related activities in their organization, according to the findings.

The statement relating to working environment and idea generation depicts

that employees strongly disagreed with 6.7 percent, while 40.33 percent disagreed and 40.33 percent were indifferent. 20.67 percent of respondents strongly agreed and 22.67 percent agreed that the organization's demotivating environmental conditions hinder innovation and creativity, as shown in the above graph and table. Additionally, 9% of workers strongly disagreed with this statement, while 27% disagreed and 7% were neutral.

Technically speaking, the terms "creativity" and "innovation" have different meanings. Originality, imagination, and invention that are evoked via resourcefulness are the hallmarks of creativity. Conversely, innovation is the updating and enhancement of an existing concept.

### Conclusion

The study's conclusion and summary are provided in this section based on the research findings. The study's importance is expressed in a few important points. The Indian education system needs a lot of research because raising educational standards is necessary for the country's growth and development. Organizational culture is a stringent component that impacts employees both physically and mentally, as the research's main finding demonstrated. Numerous aspects of corporate culture have a substantial effect on workers' mental health and, if not in the appropriate way, cause stress in workers. In the workplace, organizational culture is a significant factor that encompasses a number of aspects, including creativity, innovation, and empowerment.

Regardless of their position or title, university faculty members believe they lack decision-making authority and that the organization disregards their opinions, according to findings based on "Empowerment," one of the organizational culture dimensions. Responses to the two assertions presented under empowerment clearly show the results. According to the findings, 32.33% of the participants did not find the university's organizational culture to be empowering. Additionally, 37% of the participants felt that faculty members' titles

had an impact on their ability to make and accept decisions.

Another disheartening factor is innovation and creativity. According to the analysis, 67% of respondents believe that these characteristics are not supported or encouraged at all, 74% disagree with the statement that they are encouraged to develop new and advanced methods for creating lecture plans and other related activities, and 49% report that their workplace discourages them from coming up with innovative ideas.

Empowerment leadership entails distributing authority, taking part in decision-making, educating staff members about rules, setting an example, demonstrating concern, and engaging with the team. Because it improves corporate performance and productivity, organizational innovation is the capacity to develop and implement novel concepts or practices. Employee creativity is increased and individual innovative thinking is encouraged through knowledge exchange. Therefore, by coming up with fresh, practical ideas and concepts, leaders often encourage the practice of information sharing.

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