



**A STUDY ON EMPLOYEE CREATIVITY AND INNOVATION IN AMBATTUR  
FASHION INDIA PRIVATE LIMITED**

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**Abstract**

The study measured and investigates the employees' creativity and innovation in ambatture fashion India private limited. This research objective to examine the access the level of creativity and innovate study area. The researcher using a sample of 100 from study area, the hypothesized relationships were tested through the proper methodology and technique. The results reveal significantly positive difference creativity and innovation. However, finally indicate that reliable workload pressure, freedom, challenging work, managerial encouragement, and employees' creativity. The findings of the study contribute to our understanding of creativity and innovation and suggest ways in which management can create a good working environment to enhance employees' creativity and innovation.

**Key words:** *Employee creativity, innovation and Ambattur fashion India Private Limited*

## Introduction

Nowadays creativity has a special place in organisations especially in innovative organizations which need creative people to generate new, and useful ideas for produce new products, services, work methods, systems. Creativity and innovation are the factors that assist organizations to achieve it excellence. However, in gaining organizational excellence, the existence of a good leader with effective leadership in the organization is necessary. Creativity and innovation provide the basis for sustainable competitive advantage to the organizations operating in the present business environment. Organizational creativity stems from the summative approach of collective individual creativity available inside the organization. The study focuses the self-leadership, employee creativity, creativity climate and workplace innovative orientation.

## Statement of the problem

In today's worldwide creativity is one of the most important aspects of emergence and implementation of innovation in society and its economy, both at the macro level and at the micro level. The aim of the paper is to find out whether the support of employee creativity which can contribute to increasing innovative idea is an important part of the innovative processes of study area. The problem identification is how chosen stimulating employees' creativity is used in study area. As organizations improvement, they tend to face more opportunity and challenges. These challenges have, therefore, created the need to change the employee creative and innovation to be more contributions to their workers of study area.

## Objectives of the study

- ♣ To study about the employee creativity and innovation adopted by the study area
- ♣ To identify the employee creativity and innovation adopted by this company
- ♣ To the access level of employee creativity in study area

## Hypothesis of the study

- There is no significant difference towards Employee creativity with respect to Monthly Income

## Sampling Technique and Sample Size

The study is based on the Primary data information has been collected from 100 respondents through questionnaire from Ambattur fashion Private Limited. By adopting random sampling method, the researcher personally met the workers in study area.

## Procedure

Questionnaire was collected from study area. The respondents were staff members who were working in the company. The questionnaires were given to staff member who come under the sample and oral instructions were given clearly. The filled in questionnaires were received back from their working spot and processed further.

## Tools for Data Analysis

The statistical tools One way ANOVA are used for analyzing data.

## Data Analysis and Interpretation

**Table:1 One way ANOVA analysis shows mean difference towards Employee creativity based on monthly Income**

Variable	Income	N	Mean	SD	F	p
<b>Employee creativity</b>	Up to Rs.15000	41	3.86	0.302	37.976	0.001
	Rs.15001 to Rs. 20000	30	3.69	0.538		
	Rs.20001 to Rs. 25000	21	4.43	0.435		
	Above Rs. 20005	8	4.04	0.508		
	<b>Total</b>	<b>100</b>	<b>3.96</b>	<b>0.535</b>		

Source: Primary data

The one-way ANOVA analysis is conducted for the sample of 100 workers to validate the significant difference towards Employee creativity with respect to employee income. Independent variable employee's income is classified into four groups such as Up to Rs.15000, Rs.15001 to Rs. 20000, Rs.20001 to Rs. 25000 and Above Rs. 25001. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

Null hypothesis  $H_0$ : There is no significant difference towards Employee creativity with respect to Monthly Income.

Employee creativity obtained F value is 37.976 with a corresponding significant level  $p = 0.001$ . Hence, it can be concluded that the opinion on the Employee creativity differ significantly among the different employee's income. It is clearly found from the F test shows that there is significant difference towards Employee creativity with respect to employees' income. Rs.20001 to Rs. 25000 and above Rs. 25001 of employee's income are highly rated towards Employee creativity when compared respective categories.

### Conclusion

This research entitled "A Study on Employee Creativity And Innovation In Ambattur Fashion India Private Limited" has so far discussed analysis and interpretation. Descriptive research design was adopted in this study. This study has simple random sampling technique to

collect data from workers. The sample size consisted of 100 workers. In this study, employee creativity was dependent variable demographic was considered as independent variable. Further these variables were taken to statistical analysis with respect to demographic profiles of the workers. one way ANOVA analysis were used for data analysis. It is clearly found from the F test shows that there is significant difference towards Employee creativity with respect to employee's income and these items may be used to analysis the effectiveness of employee creativity and innovation.

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