

**A Study On Relationship Between Organizational Work Environment And Employees
Creativity Towards Employees Performance Of Selected Companies At Info Park , Kerala.**

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ABSTRACT

The worldwide industries are facing many challenges. This research is focused on analyzing organizational work environment, employee creativity and employees performance of selected companies in info park at Kerala. The aim of the study are factors influencing organizational work environment for enhancing employees creativity and employee performance. This study helps to find out how much the organizational work environment and employees creativity influencing the employees performance in industries at info park and we can formulate strategies very efficiently. The scopes of most of the existing studies are limited to either a single category of employees creativity and oganizational climate. Moreover, there are no or very few studies on employees creativity and organizational climate of selected companies at info park Kerala. But this study focus on three components such as organizational work environment ,employee creativity, and employee performance. The major objective of the study is To study factors influencing organizational work environment and employee creativity of selected companies at info park ,Kerala and to study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 772. The primary data is collected through questionnaire . The secondary data is collected through websites, journals, magazines, references, etc which then analyzed by using SPSS. The hypothesis of this study were There is no significant relationship between Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala and There is no significant relationship between Performance and Each Demographic Variable of the selected IT companies employees at Info Park in Kerala. we done chi square test. Managerial implications, limitations and recommendations for future research have also been discussed

Key Terms: Info park, Work environment, Employees creativity , Employees performance.

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INTRODUCTION

The performance of the Indian IT sector has been a success story all over the world. In Indiasoftware export had been started around 1974, when TCS was established. Now days, India is referred as the back office of the world owing mainly to IT and IT sector. The revenue growth of the IT sector has been very impressive. Today, more than 66% of revenues for the Indian IT sector come from foreign export. Indian Information Technology (IT) industry has played a key role in putting India on the global map. The IT-BPO sector has become one of the significant growth sector for the Indian economy. The information technology can play a major role in overall economic development of the country. India has a comparative advantage in the global IT sector at least in terms of cost. With large pool of workers having software and language skills, it is in a position to move toward producing higher value-added goods and services.

IT COMPANIES AT INFO PARK , KERALA.

Info park located at Kochi, is the new IT Park being developed by the Government of Kerala. To set up this project, Government has transferred 100 acres of land which is now under the ownership and possession of Info parks Kerala, which is an independent Society fully owned by the Government¹. Info park has ambitious plans to become one of the major IT Parks in the country. With this vision, it has been growing fast ever since its inception in 2004, and within a short period of time, has attracted investments from IT majors like Tata Consultancy Services, Wipro, Affiliated Computer Services, OPI Global, IBS Software Services and US Technology. Because of the fast growth rate achieved and strategic positioning of the Park in the upcoming city of Kochi (previously known as Cochin), Info park is well known among the IT/ITES investors as a very potential destination.

WORK ENVIRONMENT

Working environment plays an important role towards the employees 'performance. Working environment is argued to impact immensely on employees' performance either towards negative or the positive outcomes (**Chandrasekar2011**)². In the world, there are international organizations who debate the rights of employee. Most people spend fifty percent of their lives within indoor environments, which greatly influence their mental status, actions, abilities and performance (**Dorgan, 1994**)³.

² Chandrasekar K. (2011). Workplace Environment and its Impact on Organizational Performance in Public Sector Organizations, *International Journal Of Enterprise Computing and Business Systems*, Vol:1,Issue:1.

³ Dorgan, C.E. (1994). *The Productivity Link to indoor environment*. Proceedings of Health Buildings .

Physical components of Workplace environment:

Temperature: Companies should maintain an appropriate temperature for employees. Although most people have their own preferences for hot and cold temperatures, an unpleasant setting may cause workers to perform poorly on the job. When work is performed outdoors, employers must take into account how long the employee will be exposed to direct sunlight, rain or snow. Adequate provisions must be in place to reduce the harmful effects of working in extreme conditions.

Lighting: Without proper lighting, people may strain to view objects, which can lead to eye fatigue. This is especially important for those who use a computer frequently to perform work-related tasks. When viewing contrasts between dark and light areas of a computer screen, people can experience headaches. Companies can improve a poor lighting situation by using light diffusers and drapes to cover windows.

Heavy Lifting: Repetitive heavy lifting increases the chances of injury. Proper lifting techniques must be practiced. Bursitis and spinal disc herniation are just a couple of the disorders that can result from poor lifting technique. Employers can use materials and equipment that make the process of lifting objects easier. Properly training employees about lifting safely can mitigate negative impacts from this physical work environment factor.

Noise: Increased levels of noise in the workplace can cause employees to endure stress and fatigue. To control noise in an area, carpeting is recommended. Hard surfaces act to reflect noise and boosts the volume of anything striking those surfaces in an office. Office machines can also contribute to high noise levels. Barriers that absorb sounds can help control this. The ideal sound range for office work varies between 55 to 65 decibels.

Working Environment Factors that Affect Employees Performance

An attractive and supportive working environment provide conditions that enable employees to perform effectively, making best use of their knowledge, skills and competences and the available resources in order to provide high-quality of organization service. Basing on this study the factors are explained below.

- **Job Aid :**There are three ways to increase performance based on the job aid (Cavanaugh, 2004)⁴. The first way is through the external support which means that the employees need to take leave from work and look for the source as for their reference to their job. The second way is through the extrinsic support. An extrinsic support means that the job aid is being given within the system itself. As for the third way, it is called the intrinsic support. An intrinsic support is an insider or software that is being used as for the efficiency of workflow
- **Supervisor Support :**A supervisor is also known as a person with an experience leader, a person who can solve problem and also the role model at the first level of organizational management

⁴ Cavanaugh, T. B. (2004). *The new spectrum of support: Reclassifying human performance technology*. Performance Improvement, 43(4), 28-32.

(Adair, 1988; Nijman, 2004)⁵. In order to gain the employees performance, both party in between the employees and supervisor needs to play their part which is to commit with the relationship. If full commitment is given, it will leads to positive result to the performance from the employees (Blau, 1964)⁶.

- **Physical Work Environment** :Physical working environment can result a person to fit or misfit to the environment of the workplace. A physical work environment can also be known as an ergonomic workplace. Researches on the workplace environment need to be done in order to get an ergonomic workplace for every each of the employees. By having this ergonomic physical workplace at their workplace, it will help employees from not getting the nerve injury (Cooper & Dewe, 2004)⁷.
- **Performance Feedback** :Performance feedback is an information exchange and conflict resolution process between the employee and supervisor. This consists of both positive feedback on what the employee is doing right as well as feedback on what requires improvement. Managers and supervisors will need to be comfortable with working with the whole range of workplace factors that influence employee performance. While the supervisor gives his/her feedback and requirements, the employee enables to give his her feedback regarding his/her requirements. Although this process is formal, it could be managed informally by gaining closer relations for two sides (Chandrasekar, 2011)⁸.
- **Workplace Incentives** :The organization determines what motivates its employees and sets up formal and informal structures for rewarding employees behaving in the way required. Rewards may consist of a mix of internal rewards, such as challenging assignments, and external rewards, such as higher compensation and peer recognition (Chandrasekar, 2011). Performance of professional employees is poor not only due to working environment factors but also due to lack of human resource management aspect such as recognition of employees who performs well, poor working condition, absence of performance appraisal system and poor feedback on performance outcome .Therefore significant changes in promotions, compensation and benefits helps in keeping employees satisfied and in turn increases production.

Definition of Creativity

Creativity has been a topic of interest to both scholars and practitioners for more than 35 years. Grounded in the discipline of organizational psychology, creativity is consistently defined as the employees' production of novel and useful products in any domain . The emphasis on creativity as an outcome, instead of the mental process through which creative ideas ultimately emerge,

⁵ Nijman, D. J. J. (2004). *Differential effects of supervisor support on transfer of training*. Enchede: University of Twente, Adair, J. (1988). *The effective supervisor*. London: The Industrial Society

⁶ Blau, P. (1964). *Exchange and power in social life*. New York: John Wiley.

⁷ Cooper, C., & Dewe, P. (2004). *Stress, a brief history*. Oxford: Blackwell Publishing.

⁸ Chandrasekar K. (2011). Workplace Environment and its Impact on Organizational Performance in Public Sector Organizations, *International Journal Of Enterprise Computing and Business Systems*, Vol:1, Issue:1.

allows creativity to be quantified with relative ease and consensus⁹. Creativity can be observed at the individual, team, and organizational levels¹⁰. Thus, to be creative, team or individual ideas should be both novel and useful and have potential value for organizational development. Creativity can therefore involve both minor incremental adaptations and radical breakthroughs. Creativity is different from innovation. Innovation refers to the development and implementation of new ideas¹¹.

Individual Factors Affecting Creativity. Individuals make new ideas and develop them for useful applications. Creativity and innovation studies have altogether insisted on factors at individual level¹².

Capability. Most researchers emphasize on basic importance of knowledge¹³. Knowledge has a complicated structure with two intrinsic characteristics: first, information; and second, a framework to interpret, organize, collect and act on this kind of information.

Dispositions or Personality Characteristics. Besides capability, creativity is affected by some more behavioral characteristics. Creative people pay attention to openness and flexibility, independency and great successful motivation. Characteristics including openness and flexibility will foster some kind of search and discovery for creative thinking. Consciousness and criticality will also lead to capability in creative performance and implementation of accurate analysis. Openness causes people to study and predict newly appeared problems of creative thinking, while motivation to seek success and dominance supports and encourages individuals when debutting a new work. **Oldman and Cummings (1996)**¹⁴ have discovered in their research on participation of employees that creative individuals have little participation in environments with low complexity, low support and severe control. Their participation will be higher, as compared with uncreative individuals, if the working environment bears higher complexity, high support and low control.

Motivation. As discussed before, the personality characteristics are one of the most significant factors which create motivation within creative efforts. Indeed, their influence on motivation is rather accurate and influential. Criticality, consciousness, competence and syndrome of success

⁹ Amabile, T.M. Creativity and Innovation in Organizations. Harvard Bus. Sch. **1996**, 5, 396-239.

¹⁰ Anderson, N.; Potočnik, K.; Zhou, J. Innovation and creativity in organizations: A state-of-the-science review, prospective commentary, and guiding framework. *J. Manag.* **2014**, 40, 1297–1333.

¹¹ Opoku, M.; Choi, S.; Kang, S. Servant Leadership and Innovative Behaviour: An Empirical Analysis of Ghana's Manufacturing Sector. *Sustainability* **2019**, 11, 6273.

¹² Mumford, M. D. (2003). Where have we been, where are we going? taking stock in creativity research. *Creativity Research Journal*, 14, 107–1

¹³ Ericsson, K. A., & Charness, W. (1994). Expert performance: Its structure and acquisition. *American Psychologist*, 49, 725–747.

¹⁴ Oldham G. R., Cummings A. (1996). Employee creativity: Individual and contextual factors at work. *Academy of Management Journal*, 39, 607-634.

seeking are characteristics which cause individuals create high standards. These standards will result in dissatisfaction. Meanwhile, dissatisfaction and its negative influences can be a stimulus for creative efforts ¹⁵.

Organizational Factors Affecting Creativity

Organic Structure. Damanpour (1991) offered an analysis on the relation between structure variables and creativity. His results showed that those structures which support use and application of specialty involve strong positive relation with creativity and innovation. If the organizational structure is unable to integrate various forms of specialty using mechanism of multi-task teams, then creativity and innovation will experience damages in specialty-based structures¹⁶.

Financial and Strategic Control. Creative thoughts are indicative of new and unexamined ideas. In fact, most of them may fail to succeed ¹⁷. In order to develop these ideas, the enterprises must employ considerable amount of time and resources for the corresponding efforts. Costs and risks associated with development of new ideas will not simply lead to investments there. Development of new ideas may incur discontinuities in the current organizational operations ¹⁸.

Supportive Leadership Style. Role of leaders as a supportive factor was investigated in creativity and innovation studies ¹⁹. Although, it seems that the leaders have direct and important role in formation of creative efforts. Creative efforts have not been defined and structured well due to their being new and complex. Therefore, these efforts usually have interactions with multiple sections and relatively turbulent environments. In this case, leaders must direct employees to structure the problem-solving activities ²⁰.

Reward System. People decide to work because they want to fulfil their needs. They think about outcome and rewards obtained for them before starting a work. Many of these rewards are decided and controlled by the enterprise, which are usually known as one of the most effective motivation tools ²¹. The enterprises can create, encourage and persuade creativity using this motivation tool.

¹⁵ Rinaldi, S., Cordone, R., & Casgrandi, R. (2000). Instabilities in creative professions: A minimal model. *Nonlinear Dynamics, Psychology and Life Sciences*, 4, 255–272.

¹⁶ Damanpour, F. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of Management Journal*, 34, 555–590.

¹⁷ Huber, J. C. (1998). Invention and inventivity as a special kind of creativity with implications for general creativity. *Journal of Creative Behavior*, 32, 58–72.

¹⁸ Germain, R. (1996). The role of context and structure in radical and incremental logistics innovation adoption. *Journal of Business Research*, 35, 117–127.

¹⁹ Sessa, V. I. (1998). E ¼ GR2P: A model for managing research and development teams. In: D. J. Sessa & J. L. Willett (Eds), *Paradigm for the successful utilization of renewable resources* (pp. 17–29). Champaign, IL: AOCS Press.

²⁰ Trevelyan, R. (2001). The paradox of autonomy: A case of academic research scientists. *Human Relations*, 54, 495–525.

²¹ Robbins, S. P., (1996). *Organizational Behavior: Concepts, Controversies, Applications*, 7th ed., Prentice-Hall, Englewood Cliffs, NJ.

REVIEW OF LITERATURE

Fatima Isa Aldoseri and Qais Ahmed Almaamari(2020), The purpose of this paper is to explore the factors influencing employee performance, namely: leadership style, job satisfaction, motivation, employee engagement and work environment lead to good employee performance towards service organizations. This paper will help service organization's managers to understand the factors that impact employee performance would enable managers to develop more effective strategies for increasing employee performance in service organizations.

Andrianto widjaja (2019) This study aims at finding out and analyzing if there is direct and indirect impacts of organizational culture, emotional intelligence, and communication competence on employee performance. To meet the aim of the study, the research instrument had been develop in the form of questionnaires that involved a number of indicators for the respective variables under study. The sampling techniques implemented was that of purposive sampling, while the implemented data analyzing method was that of path analysis. The findings of the study indicated that all the hypothesis were accepted in the sense that organizational culture, emotional intelligence, and communication competence had significant partial impacts on employee performance.

Massoud Moslehpour , Purevdulam Altantsetseg , Weiming Mou and Wing-Keung Wong (2019) This study has several important implications for studies related to organizational behavior and job satisfaction. Furthermore, the implications of these findings are beneficial to organizations aimed at improving policies and practices related to organizational behavior and human resource management

OBJECTIVES OF THE STUDY

1. To study factors influencing organizational work environment and employee creativity of selected companies at info park ,Kerala.
2. To study the relationship between employee creativity and it's impact on performance of selected companies at info park, Kerala.

RESEARCH HYPOTHESIS

1. There is no significant relationship between Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala
2. There is no significant relationship between Performance and Each Demographic Variable of the selected IT companies employees at Info Park in Kerala

RESEARCH METHODOLOGY

Type of research: This research would use mixed research method which is a combination of exploratory, conclusive and action researches.

Sampling design

The research will target 772 respondents from various department using non probability sampling technique. The convenience sampling technique has been adopted. The target group companies of different department in the info park where the respondents are the various industries in info park at Kerala.

TOOLS FOR ANALYSIS

The statistical package SPSS – was used for analysis and interpretation tasks. To find the relationship between the variables and to access the association between the variables the chi square test is performed.

➤ **Relationship of Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala**

To find the relationship between individual creativity and demographic variables of the selected IT companies' employees at Info Park in Kerala. To test the association between the variables the chi square test is performed.

Null hypothesis

H0: Individual Creativity and each demographic variables of employees at Info Park in Kerala are independent of each other, that is there is no association between the individual creativity and the demographic variables of employees at Info Park in Kerala.

Alternative hypothesis

H1: Individual Creativity and each demographic variables of employees at Info Park in Kerala are not independent of each other, that is there is an association between the individual creativity and the demographic variables of employees at Info Park in Kerala.

The table here to compare the individual creativity and each demographic variables of employees at Info park in Kerala. The demographic variable namely age, gender, marital status, educational qualification, type of employment, number of years working at current organization, total number of working experience, monthly salary, department and job.

Individual Creativity—certain creative ideas, to enhance the idea to achieve goals and objectives, the suggestion for new ways to achieve goals and the problem solving approach for fresher. The new way of performing work task. These are all the attributes to hold the individual creativity.

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Chi-square Table – 4.2.1

Individual Creativity Vs Demographic Variable		INDIVIDUAL CREATIVITY					Total	Value	Asymp. Sig. (2-sided)	Result
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Gender	Male	4	70	175	121	19	389	1.090	0.896	Accept the Null Hypothesis
	Female	4	62	185	112	20	383			
Age	below 25 yrs	3	33	103	67	12	218	7.407	0.493	Accept the Null Hypothesis
	26 yrs to 35 yrs	1	41	135	87	15	279			
	36 yrs to 45 yrs	4	58	122	79	12	275			
Marital status	Single	5	99	257	166	27	554	1.197	0.879	Accept the Null Hypothesis
	Married	3	33	103	67	12	218			
Educational qualification	HSC	2	11	44	27	4	88	8.478	0.002	Reject the Null Hypothesis
	Diploma	2	41	86	69	8	206			
	UG	3	46	145	80	16	290			
	PG	1	34	85	57	11	188			
Type of employment	Permanent staff	3	37	113	85	16	254	11.190	0.191	Accept the Null Hypothesis
	Temporary staff	4	67	157	111	14	353			
	Contract	1	28	90	37	9	165			
No of years Working for the Current Organization	Below 3yrs	3	40	143	84	19	289	11.050	0.525	Accept the Null Hypothesis
	4 to 5 yrs	1	37	80	54	5	177			
	6 to 7 yrs	3	32	80	62	11	188			
	8 yrs and above	1	23	57	33	4	118			
Total number of years of working experience	Below 5 yrs	2	27	82	53	19	183	24.257	0.019	Reject the Null Hypothesis
	6 to 10 yrs	1	33	100	57	2	193			
	11 to 15 yrs	1	27	85	57	8	178			
	Above 15 yrs	4	45	93	66	10	218			
Monthly salary	Below Rs.10000	0	23	42	37	0	102	25.377	0.013	

	Rs.10001- Rs.20000	3	35	93	68	11	210			Reject the Null Hypothesis
	Rs.20001- Rs.30000	3	46	105	61	13	228			
	Rs.30001 & Above	2	28	120	67	15	232			
Department	Administration Department	3	27	72	38	9	149	24.598	0.007	Reject the Null Hypothesis
	Finance unit	3	22	54	33	6	118			
	Sales unit	0	20	63	26	8	117			
	Marketing unit	2	37	91	72	9	211			
	Production unit	0	15	59	39	4	117			
	Others	0	11	21	25	3	60			
Job position	Administrative personnel	1	17	62	40	7	127	10.364	0.847	Accept the Null Hypothesis
	Core staff	1	28	68	46	8	151			
	Middle management	2	34	76	49	13	174			
	Top management	3	32	79	47	5	166			
	Others	1	21	75	51	6	154			
Total		8	132	360	233	39	772			

Interpretation

It is observed from the table 4.2.1, to find the association between the demographic variables and the Individual Creativity. For this, a chi square test is performed to identify the association between the demographic variables and Individual Creativity. Since except the educational classification, total number of years working experience, monthly salary and department of the demographic variable was found to be not significant for the expected p value of 0.000. This clearly depicts for rest of other demographic variables the null hypothesis is accepted and found there is no significant relationship between each demographic variables with Individual Creativity. That means all the variables does not have any association on Individual Creativity, thus making the entire demographic variable considered important.

➤ **Relationship for Performance and Each Demographic Variable of the selected IT companies employees at Info Park in Kerala**

To find the relationship between Performance and demographic variables of the selected IT companies’ employees at Info Park in Kerala. To test the association between the variables the chi square test is performed.

Null hypothesis

H0: Performance and each demographic variables of employees at Info Park in Kerala are independent of each other, that is there is no association between the Performance and the demographic variables of employees at Info Park in Kerala.

Alternative hypothesis

H1: Performance and each demographic variables of employees at Info Park in Kerala are not independent of each other, that is there is an association between the performance and the demographic variables of employees at Info Park in Kerala.

The table here to compare the Performance and each demographic variables of employees at Info park in Kerala. The demographic variable namely age, gender, marital status, educational qualification, type of employment, number of years working at current organization, total number of working experience, monthly salary, department and job.

Performance – This may be categorized and studied under the various categories like the organizational encouragement, intellectual stimulation, leader support and feedback, positive interpersonal exchange, sufficient resources and freedom likewise many categories are take in to account for study.

Chi-square table – 4.2.2

Performance Vs Demographic Variables		PERFORMANCE					Total	Value	Asymp. Sig. (2-sided)	Result
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Gender	Male	2	15	290	66	16	389	4.855	0.302	Accept the Null Hypothesis
	Female	0	20	287	66	10	383			
Age	below 25 yrs	2	8	170	33	5	218	10.355	0.241	Accept the Null Hypothesis
	26 yrs to 35 yrs	0	17	199	51	12	279			
	36 yrs to 45 yrs	0	10	208	48	9	275			
	Single	0	27	407	99	21	554	7.828	0.098	

Marital status	Married	2	8	170	33	5	218			Accept the Null Hypothesis
Educational qualification	HSC	1	3	67	14	3	88	10.277	0.592	Accept the Null Hypothesis
	Diploma	0	12	146	41	7	206			
	UG	0	14	221	43	12	290			
	PG	1	6	143	34	4	188			
Type of employment	Permanent staff	2	15	185	43	9	254	7.247	0.510	Accept the Null Hypothesis
	Temporary staff	0	13	264	63	13	353			
	Contract	0	7	128	26	4	165			
No of years Working for the Current Organization	Below 3yrs	2	10	230	41	6	289	16.668	0.163	Accept the Null Hypothesis
	4 to 5 yrs	0	8	135	27	7	177			
	6 to 7 yrs	0	13	126	41	8	188			
	8 yrs and above	0	4	86	23	5	118			
Total number of years of working experience	Below 5 yrs	2	6	142	29	4	183	22.516	0.032	Reject the Null Hypothesis
	6 to 10 yrs	0	9	155	23	6	193			
	11 to 15 yrs	0	14	117	39	8	178			
	Above 15 yrs	0	6	163	41	8	218			
Monthly salary	Below Rs.10000	0	4	79	15	4	102	12.859	0.004	Reject the Null Hypothesis
	Rs.10001-Rs.20000	1	16	148	37	8	210			
	Rs.20001-Rs.30000	0	6	168	45	9	228			
	Rs.30001 & Above	1	9	182	35	5	232			
Department	Administration Department	0	7	116	21	5	149	20.815	0.408	Accept the Null Hypothesis
	Finance unit	2	5	84	23	4	118			
	Sales unit	0	3	94	16	4	117			
	Marketing unit	0	9	151	43	8	211			
	Production unit	0	9	86	17	5	117			
	Others	0	2	46	12	0	60			
Job position	Administrative personnel	0	2	94	25	6	127	27.206	0.039	

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	Core staff	0	8	108	33	2	151			Reject the Null Hypothesis
	Middle management	1	12	136	23	2	174			
	Top management	1	5	120	33	7	166			
	Others	0	8	119	18	9	154			
Total		2	35	577	132	26	772			

Interpretation

It is observed from the table 4.2.2, to find the association between the demographic variables and the Individual Creativity. For this, a chi square test is performed to identify the association between the demographic variables and Individual Creativity. Since except the educational classification, total number of years working experience, monthly salary and department of the demographic variable was found to be not significant for the expected p value of 0.000. This clearly depicts for rest of other demographic variables the null hypothesis is accepted and found there is no significant relationship between each demographic variables with Individual Creativity. That means all the variables does not have any association on Individual Creativity, thus making the entire demographic variable considered important.

FINDINGS

This study is based on the selected info parks in Kerala and the impact of the relationship between organizational work environment and employee creativity towards employee performance. For this the data has been collected from nearly 772 respondents in the selected infopark at Kerala. For this, a chi square test is performed to identify the association between the demographic variables and Individual Creativity. In the initial findings on the Relationship of Individual Creativity and Each Demographic Variable of the Selected IT companies employees at Info Park in Kerala, The factors except educational classification, total number of years working experience, monthly salary and department of the demographic variable was found to be not significant for the expected p value of 0.000. This clearly depicts for rest of other demographic variables the null hypothesis is accepted and found there is no significant relationship between each demographic variables with Individual Creativity. That means all the variables does not have any association on Individual Creativity.

Whereas in Relationship for Performance and Each Demographic Variable of the selected IT companies employees, It is observed that, except the job position, total number of years working experience, monthly salary and department of the demographic variable was found to be not significant. This clearly depicts the other demographic variables accept the null hypothesis and found there is no significant relationship between each demographic variables with Performance.

As far as Relationship for Work Environment and Each Demographic Variable was concerned, the findings are clear that except the type of employment, No of years Working for the Current Organization, and job position the demographic variable was found to be not significant. This clearly depicts for rest of other demographic variables the null hypothesis is accepted and found there is no significant relationship between each demographic variables with Work Environment.

SUGGESTION

This section provides major findings and the suggestions that can be followed for the better resolving of the problem that are faced by the organization and also the inconvenience faced by the employees. The study investigated on the performance of employees in Info park, Kerala. It sought to find out whether the organizational working environment and other aspects can influence the employees. The findings projects the difficulties faced by the employees under various demographic variables and based on those findings the following suggestions are provided to make the organization a better place to work for the employees.

Periodic meetings can be conducted to understand the grievances of the employees which can stay as a motivating factor; managers can be counseled based on their relationships with their subordinates. The organization could prefer a good program to balance the work life of the employees which serves as a great factor to motivate and retain them. Management should focus on building a work environment which attracts the employees to stay in their job that would also increase the organization productivity. As far as the study is concerned the job position was frequently denied because of low p-value, so measures can be taken to prevent that by providing them the position of job they deserve which can also be judged based on their quality and performance.

The suggestions are formed according to the study as the major factor is based on the organization which shall focus on its employees preferences and needs. The fulfillment of those could help the organization grow better. Such as the different demographic variables focus on different aspects. In conclusion the employees shall be provided with better environment and job positions which will boost them up. The level of creativity they impart on the organization could grow better if the above mentioned ideas are implemented.

Thus these suggestions mainly focus on bringing a positive change in the organization.

CONCLUSIONS

The study investigated on the performance of employees in Info park, Kerala. It sought to find out whether the organizational working environment and other aspects can influence the employees. Employers of the IT companies in Info park kerala, should have in place a good working condition for their employees in order to boost their morale and make them more efficient. The major factor of good working environment rely upon making their benefit program to suit employees.

Management should also find a way to communicate to their employees and they should let their workers know the goals and strategies of the organization which could make them get motivated and set a standard of working for the organization. The management should always keep a check on the progress of the employee, appreciate his performance and reward the employee for his work. Place of work and type of work should never be an hindrances for a good relationship amongst the employees.

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