The Effect Of Team Member Goal Orientation On Creativity: The Moderator Of Formalization And Intevdependence

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ABSTRACT
Extending previous research in identifying team influences stimulating creative expression of individual differences in goal orientation, the present study in public service examined whether learning and proving goal orientation correlated positively with team member creativity, whether avoiding goal orientation correlated negatively with team member creativity, and whether task interdependence and formalization moderated the relationship of goal orientation and creativity. Data were collected from 168 employees in 56 teams at cleaning squad of local government in middle Taiwan. Results indicated learning and proving goal orientation of group member, respectively, was positively related with their creativity; avoiding goal orientation of team member was negatively related with their creativity. HLM results indicated learning goal orientation had stronger positive relationship with creativity under high task interdependence. Formalization has no moderation effect of goal orientation on creativity.

Keywords: Learning Goal Orientation, Proving Goal Orientation, Avoiding Goal Orientation, Creativity, Formalization, Task Interdependence

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