

Goal Orientation On Creativity: The Mediating Effect Of Effects Of Centralization And The Moderating Effect Of Self-effi

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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 self-efficacy and learning and “ performance-prove ” goal orientation correlated positively with team member creativity, whether self-efficacy and “ performance-avoid ” goal orientation correlated negatively with team member creativity, and whether centralization moderated the relationship of goal orientation and creativity. Data were collected from 204 employees in 68 teams at cleaning squad of local government in middle Taiwan. Results indicated learning and performance prove goal orientation, respectively, was positively related to self-efficacy, which in turn increase the likelihood of their creativity. HLM results indicated learning and “ performance-prove ” goal orientations had, respectively, stronger positive relationships with creativity under low centralization. A “ performance-avoid ” goal orientation was weaker negative related to creativity under high centralization.

Keywords : Goal orientation、 Creativity、 Centralization、 Self-efficacy

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