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Role of Organizational Innovative Culture in Employee's Creativity: Moderating Impacts of Intrinsic Motivation

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A B S T R A C T

This study has objective to investigate the impact of organizational innovative culture (OIC) on employee creativity (EC), to find out the role of intrinsic motivation (IM) as moderator between OIC and EC. This study is cross-section in the nature and data is collected with questionnaire from 180 non-medical and medical staff from four different hospitals in Hail Health Cluster Saudi Arabia. For the data analysis 120 valid questionnaire were used for find the results. SEM-PLS was developed and analyzed with smart pls. The finding explains that supportive and innovative culture in the organization enhances the creative potential of the staff. Whereas, intrinsic motivation play important role in the procedure to motive the staff to enhance the performance as well as give satisfaction to visitors and patients. The results of this study are very important as it suggest to the health institutions to improve the creativity of the non-medical staff by focusing on the bester environment and culture. This study provides valuable implementations for the management department of the healthcare by highlighting the significance of OIC and motivation which further enhance the creativity of the employee. The finding of this study is not limited to the healthcare sector only but it would be beneficial for the other service and manufacturing sectors.

Keywords: *Organizational Innovative Culture; Intrinsic Motivation; Employee Creativity; Non-Medical Staff; Hail Health Cluster*