

Self-motivation and creativity in work

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Abstract

This study is prepared to argue the crucial issue that most of the administrative leaders in our country overlook, which is (self-motivation). The aim of this study is to determine the factors affecting the development of motivation rather than neglecting it, and frustrating the morale of workers, possibly rejecting and ignoring it sometimes. This study dealt with the concept of motivation, and how researchers defined it in this field, its importance in mastering work, as well as the most important factors affecting it, what are the indicators indicating the level of motivation of workers, and the must rules that be followed to develop it. Then the study dealt with the concept of creativity, the characteristics of the creative person, levels of creativity, in addition to the elements of creativity and the obstacles that affect it.

With through the practical study that was conducted on a group of institutions, it was concluded that there is a positive relationship between the level of motivation of workers and the level of creativity in those institutions.

Keywords

Four-Tier Diagnostic Test, Sea Pollutant Migration, Convection, Pre-Service Teacher Education, Sea Currents

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Introduction

If we tracked human achievements through history in various fields, we would find that a person's ability to acquire experience, knowledge, and skill, and his ability to creativity, innovation and mastery of performance cannot be achieved unless there is a desire to work, enthusiasm and an internal desire that explodes the energy inherent in him regardless of the reasons that give rise to those motives. Whether it is due to self-desire and fondness in the field of work, or because of an external cause that affects capabilities and fuels human capabilities that may be unexpected at times. The prosperity and development that humanity enjoys at the present time are nothing but the achievements of a creative few people who do not differ in their qualities from the rest of humankind except by the difference in their possession of self-motivation, high interest and a strong desire to master the work, not just to accomplish it, in addition to the ability to deal with problems and obstacles and speed in Taking the right decisions at the right time and choosing alternatives according to the imposed situations.

This study is groomed to explore an important topic that most administrative leaders overlook, which is (self-motivation), and to know how to create the appropriate conditions and provide the factors affecting the development of motivation instead of neglecting it and frustrating the morale of workers and perhaps neglecting this spirit and killing it sometimes.

The study deals with the level of self-motivation in some institutions in Iraq and has this affected creativity through the following questions: 1- Do the workers have self-motivation and a desire to accomplish the work and duties assigned to them? 2- Is there a disparity in the level of creativity between one organization and another? 3- Does self-motivation relate to creativity level?

The study aims at finding out whether there is a relationship between the level of motivation and the level of creativity, and to determine the type of this relationship, due to the importance of this in improving the level of organizational performance and achieving the highest levels of production and high quality.

Study Methodology

The study adopted the theoretical and practical approach through two phases: The first stage is theoretical using a group of different sources such as books, research, and publications that dealt with the topics of self-motivation and creativity at work and all the factors and influences surrounding them and how to measure their levels in the institution, and determine the points of convergence between them.

As for the second stage, it is practical studying a field study of a group of institutions depending on the method of survey and questionnaire to know the level of performance and creativity of workers and the extent of their self-motivation to complete the work determining the degree of correlation between motivation and creativity and the type of relationship between them.

Self-motivation

Motivation concept: Researchers in the field of management differ in their definition of the concept of motivation, as each of them provided an appropriate definition for what it finds in its content, as these definitions include various words such as: (desires, demands, incentives, needs, goals) and other personal requirements, but they agreed that motivation. It is everything that drives a person to act in some way or behavior. That is, it is the force that moves the individual, and directs his behavior to do a specific action, with the desire and enthusiasm that drives him to accomplish that work. Motivation originates from the word (motivation), which is what drives an individual to do an action that results in a specific behavior. As the Dictionary of Psychology, it defines motivation as: "a

physiological and psychological process that is responsible for liberating, maintaining and stopping a behavior in addition to the value of gratification or aversion acquired to the components of the environment in which the behavior is practiced" (Jarwan, 2008).

Motivation is "the individual's desire to show the effort necessary to achieve organizational goals so that that effort can satisfy the individual's needs" (Jawad, 2010) (Shehata and al-Najjar) define it as "that internal, self-directed force that drives and directs an individual's behavior to achieve a specific goal for which he feels the need or its material or moral significance for him" (Hariri, 2012). As for (Muhammad Hamadat), he defines it as "an internal state of the individual that provokes his behavior while continuing this behavior and directing him towards achieving a specific goal" (Harem, 2009). From here, self-motivation can be defined as that process by which an individual's behavior is directed to satisfy his needs in order to achieve certain goals, and motivation is an internal force that works to direct the behavior in a specific direction and its existence is linked to the desire to accomplish a specific action through which the individual's needs are satisfied.

The importance of motivation at work researchers and writers in the field of management agree that the employees' ownership of motivation at work has a significant impact on raising the level of efficiency and achievement if there are reasons and factors driving motivation, and most important of these benefits are:

- 1- Because motivation is the basis or factor affecting the performance of the individual, diagnosing these motives helps the organization to provide the appropriate motivational means (material or moral) that raise motivation.
- 2- The increase in the level of motivation leads to an increase in cooperation between individuals themselves and between individuals and management.
- 3- Motivation helps reduce conflicts between individuals and groups within the organization.
- 4- Motivation leads to an increase in individuals' creativity at work, as well as the investment of their potential capabilities will increase when the level of motivation increases.
- 5- Diagnosing the motivation of employees in terms of direction and level helps in determining the strategic directions of the organization. Organizations that have human resources with higher needs often adopt the strategy of prospectors, while organizations that have human resources with minimal needs tend to adopt the strategy of defenders.

From here we see that the importance of motivation for the individual is most important to reduce the conflicts, increase creativity, and develop the individual in the organization, and it support to know the motives of workers in terms of direction, and level within the organization (Hassan, 2009).

Factors Affecting Motivation

Through studies and research conducted on the motives that drive an individual to work, it has been found that there are many factors that have an impact on the level of motivation, but the most influential which most researchers in management agree upon are:

- 1- The individual's psychological formation and personal characteristics: where the individual's motives differ according to the difference in his physical and psychological base, and the psychological formation, such as the difference of the individual's social motives from the motives of the closed person.
- 2- The culture of the community: there is a difference in the cultural level between the eastern society and the western society, for example, and even in a single society

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there is a difference between the city community and the village community, and there is no doubt that this difference has a role in determining the motives of the individual, because the culture of the society has an effect on determining the individual's needs and his thinking.

- 3- Economic conditions: This factor highlights the difference in the influence of Maslow's hierarchy of needs, as it lists them from the simplest to the most complex. The motives of the poor individual, for example, are always towards satisfying biological or social needs, while the rich look to the higher ranks after improving their standard of living, where they think of fame and social esteem.
- 4- Education and its role in the individual's culture: the doctor's motives, for example, are not the same as the motives of a simple man with regard to the responsibilities and the social role assigned to each of them. The higher the individual rises in the level of education, the different motives that move him to work.
- 5- An individual's work experience: when comparing the motives of a responsible person or director of an institution, it differs from the motives of an employee or a simple worker in that institution (Hussein, 1998).

High motivation indicators:

Indicators of high motivation are shown in the following:

- 1- Attendance and departure during official working hours.
- 2- one may preserve the time of attendance and departure, but he does not devote himself to work, so utilizing time to work is an important indicator of high motivation
- 3- The emergence of an individual's entrepreneurial spirit and proposing new ideas for the benefit of the institution.
- 4- An individual's familiarity with work details and how to perform it expresses the degree of the worker's desire to work.
- 5- Individuals' confidence in their abilities and their determination to achieve goals and reach the desired results.
- 6- Individuals with high motivation are distinguished by a sense of enthusiasm, which calls for exerting effort in an atmosphere of competition.

Low motivation indicators

- 1- A large number of complaints is one of the factors of low motivation for the individual, whether it is about the delay in a promotion or low pay, or other things.
- 2- The absence of the individual is an indicator that can be used to find out the degree of individual satisfaction. The high rate of absenteeism is evidence of job dissatisfaction and thus the low level of motivation of the individual.
- 3- Leaving work, on the initiative of the individual himself, is evidence or an indication of the degree of low motivation towards work.
- 4- Neglecting work for lack of interest in achieving goals and lack of enthusiasm, which indicates an aversion to work and thus a low level of motivation.
- 5- The lack of production on the part of individuals is evidence of their dissatisfaction with their work and this indicates their low motivation towards work (Hafyan, 2015)

Rules for developing motivation to work among workers

There is a set of rules and procedures that a successful manager must follow in order to be able to develop the motivation of his subordinates, and the preferable results can be achieved if the manager is eligible to form a good understanding of the personality of the

worker and the type of unsatisfied needs he has, and he uses the tools that enable him to achieve the maximum satisfaction of those needs, and the most important rules are:

- 1- Identify the differences between employees: The manager must make sure that the workers are not stereotypes or similar people, but that each individual has a set of his own needs, and motivating a person requires an understanding of his own needs that makes him do distinct efforts.
- 2- Achieving job compatibility: Ensuring that there is a match between the capabilities of workers on the one hand and their skills on the other hand, and that the good intentions of the worker are not sufficient to achieve productive behavior if he lacks the ability to perform well for the job, and in this case, appropriate recruitment and selection will help in achieving that compatibility.
- 3- Setting achievable goals: The employee or worker often exerts his maximum energy when the job involves challenging tasks, but the achievable goals must be the basic rule, and employees must be involved in setting the goals of the organization.
- 3- Reward personality: The realization that workers have various needs should reflect the fact that rewards are also supposed to be various as well. Corresponds to different needs.
- 4- Reward for performance: Rewarding employees for things other than performance may not significantly affect motivation, because the reward must reflect the result of contributing to achieving organizational targets.
- 5- Providing justice to the system: every reward received by the individual must be viewed as equivalent to the effort exerted by him, and despite the differences in individuals' perceptions of taking into consideration fair, efforts must convince workers of the fairness, consistency, and objectivity of the reward system followed in the organization.
- 6- 7 - The importance of using financial incentives: The manager should not overlook an important fact, which is that the motives for work for most individuals is the increase in income, and although financial motivation is not the only motive affecting performance, the failure to use it as an incentive will ultimately affect the productivity of workers.
- 7- Openly expressing the behavior patterns are rewarded: Clear identification of desired behavior patterns, levels of performance are rewarded, and the new formulation of goals are prerequisites for developing the motivation of individuals.
- 8- Intermittent use of incentives: Intermittent reinforcement of incentives is more efficacious than continuous reinforcement to maintain positive behavior, because providing the stimulus continuously causes it to lose much of its attractiveness, and it is also makes the negative reaction powerful when it prevented for one reason or another and worse based on the stimulus to perform the required work normally.
- 9- Granting motivation immediately after achieving good performance: motivation can lose much of its effect on performance if it does not correspond with it in the same period of time, as it can reduce the enthusiasm of the individual and his desire to increase his job effort because the reward will be obtained at the end of the year or after a long period of time.
- 10- Continuity of feedback information: The availability of information on performance on a regular basis raises the morale of employees in the event of high performance in order to expect rewards, and it is also useful in modifying the behavior of others so that the actual performance level matches the expected level (Al-Dabbagh, 2008). In addition to all the above, a good manager must take into account the psychological empowerment of the individual as a catalyst for increasing workers' motivation. Some organizational behavior scholars such as have provided definitions

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that have contributed to enriching this concept and its results in the individual, who defined empowerment from the psychological point of view, as a motivational concept centered on the motivation of the human being towards competence and ability (Al-Rahlah, 2010).

Creativity

The concept of creativity

Researchers have varied in the way they define creativity, each according to his perception and awareness of this concept and its impact on organizational work, but all of these concepts revolve around a new creation in the field of work that leads to its development and thus benefits the individual and the organization.

(Al-Sarn) defines creativity as ideas are characterized as new and useful and related to solving specific problems or combining or reconstructing known patterns of knowledge into unique forms (Al-Sarn, 2000).

(Hill & Jones) considers innovation as anything new or strange related to the way the organizations or the products they produce perform, and it includes any progress in the types of products, production processes, management systems, and the organizational and strategic structures adopted by the organization (Abbas, 2006). As for (Daft), creativity is defined as the vision of ideas and things, through different content, either by identifying hidden capabilities, or can be used differently, or by linking preconceived ideas with a new perspective, to create an idea or a new perspective (Basit, 2011).

Based on the researchers 'perspective, organizational creativity defined as any effort or action aimed at modifying or improving the product (good, service, known) in a new and different way in order to achieve economic or social benefit for the individual, the organization, and society.

The importance of creativity in organizations

Creativity has exceptional importance in the work of modern organizations, to the extent that many of these organizations in the most developed countries have allocated large financial budgets to sponsor creativity and creators, as this is related to technological, technological, and cultural changes and developments. The importance of creativity can be summarized as follows:

- 1- Paying attention to the practice of democracy in management by expanding the base of participation for the ideas of employees, by delegating powers, and expanding the scope of responsibility.
- 2- Attention to small workgroups, informal organizations, and human and social relations (Ghobari, 2008).
 - 1- Creativity means the application of developed ideas within the organization, especially in the field of services, programs, policies, procedures, processes, means, and systems, as they need all kinds of creativity, especially in light of the current global and international conditions that eliminate technological, organizational and administrative knowledge changes (Melhem, 2008).
 - 2- Creativity develops the individual's ability to devise new ideas, and helps them to reach a successful solution to the problem in a correct manner, with less cost and shorter time.
 - 3- It makes the individual enjoy discovering things by himself, which enhances self-confidence and develops self-abilities.
 - 4- Contributes to motivating organizations to become a suitable environment for discovering talents and working on developing them through the provision of

specialized programs.

- 5- It leads to being open to new ideas, responding to opportunities, challenges, and responsibilities to manage risks and adapt to changes.
- 6- It contributes to the realization of the creative self and the development of creative products, and contributes to the development of talent and perception of individuals (Jaussi, Randel, & Dionne, 2007).

Features of a creative person

Various studies concerned with knowing the basic features of the creative personality and what distinguishes it from other personalities, and it is clear from those studies which there are a number of features, if available in the individual, he can be a creative person, and the most important of these features are:

1- Sensitivity to problems is defined as the person's ability to see many problems at a time when no one else sees any problem at all, and this feature is one of the basic aspects of creative thinking, as a creative person can see many problems in one situation, where he is aware of mistakes and tries to reach solutions to these problems, and this feature is motivation rather than mental (Widana, Suarta, & Citrawan, 2019).

2- Fluency

It is the ability to produce the largest number of creative ideas on a particular topic at a specific time, that is, a creative individual can give several ideas simultaneously (Hill & Amabile, 1993).

It is also known as the ability to create many alternatives or ideas for problems in the work environment (DiLiello & Houghton, 2006).

3- Flexibility

It is a pattern of thinking that requires the availability of a large amount of information, and flexibility defined as the ability of a person to generate various ideas, change the actual state to suit the complexity of the creative situation and produce ideas, or to use a different set of strategies (Glor, 1998).

4- Originality

A concept that indicates the ability to produce new solutions, as the original creative employee does not repeat the ideas of his colleagues around him in the work environment, and moves away from the traditional solutions to repeated problems (Silvia & Phillips, 2004).

5- Persuasion

It is the ability of the person to persuade others and use their ideas to enhance his point of view, and it is an intellectual process through which the creator tries to influence others and convince them of a certain idea or opinion (Amabile, 1988)

6- The risky spirit:

Confirmation helps the creative person to generate creative ideas and apply them with great desire and high confidence, as it creates real creative opportunities that are not marred by caution or fear of taking risks (Sethia, 1989).

The willingness to take risks is one of the most prominent features of a creative individual. The high risk in the development process and the introduction of innovative ideas is the high costs and the rate of failed expectations.

Levels of creativity

There are three levels of creativity in organizations that we can be distinguished, which

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are complementary to each other, all of which are necessary for contemporary organizations, and these levels are:

Creativity at the level of individual: It is the creativity achieved by individuals who possess creative abilities and traits (23). We have previously mentioned the characteristics of the personal creative as dealt with by writers and researchers.

Creativity at the community level:It is the creativity reached by a group or a work team, and the creativity of the group is greater than individual creativity and even the sum of individual creations, as studies have shown in this field, due to the diversity of solutions, and the coherent and harmonious group characterized by cooperation in work is more enthusiastic, active and more inclined to creativity. In addition, creativity increases with the increase in the number of group members as abilities, knowledge, and skills expand (Rego et al., 2012).

Creativity at the organization level:It is a comprehensive, integrated innovation at the level of the organization, as it makes it a distinctive mark in itself from others, and such an organization distinguished in its level of performance and work, and its work is often exemplary and ideal compared to other organizations.

In order for organizations to reach the level of creativity, individual and collective creativity must complete each other (Miron-Spektor & Erez, 2017).

Elements of creativity

Creativity is the ability to devise methods through which it is possible to respond to workers and urge them to invest their capabilities and talents within the organization while adopting change and using modern ways and methods of work to reach common goals. The most important elements of creativity can be summarized as follows:

- 1- The ability to plan and think strategically by setting future plans for development and change, and how to deal with according to the existence of specific and fixed goals by directing individuals and persuading them of the career behavior that achieves the goals and drawn plans.
- 2- Building an organizational culture because it is the cultural and value heritage of the organization that governs the behaviors of individuals and their attitudes towards administrative issues, represented by the values, beliefs, concepts, and ways of thinking shared among the members of the organization.
- 3- Focusing on the performance of workers, as creative organizations are distinguished by their focus on performance, their interest in workers, and their awareness of their importance and that they are an important part of the organization, by providing material and moral incentives when they make extraordinary efforts or perform a distinguished level of performance (Prentice, 2000).
- 4- Creating a healthy organizational atmosphere, which is the most important element that encourages creativity, and the climate of organization means a set of characteristics of the internal environment that enjoys a degree of stability or relative stability that the workers understand and whose effects on their trends and behavior in the organization in which they work.
- 5- The flexibility of systems and regulations, because the legal and official hegemony over many administrative leaderships is the biggest determinant of evaluating the efficiency and regularity of employees. The organization that adheres to the laws and regulations in a professional way bury the creative spirit of its employees under the control of routine.
- 6- Organizational loyalty, which is a basic element in the creative process, and its concept goes beyond the limits of the abstract physical or moral linkage of the individual to

reach a clear impact on the performance and productivity of organizations, through its close association with the degree of conviction and belief of the individual in the existence and importance of the goals of the organization, as it helps to reduce Work turnover, reduced absenteeism, reduced tardiness, improved performance, increased productivity and encouraged creativity (Lin & Huang, 2018).

Obstacles to creativity

Creativity is a form of change in organizations, a source of excellence in them, and a means of maintaining survival and continuity, but this process often faces obstacles that prevent the development of creative behavior of individuals and groups within the organization, and these obstacles summarized as follows:

Legal and traditional hegemony

This is evident in many administrative leaderships, especially Arab administrations, where legal determinants emerge accurately, and this leads to the domination of a deadly and boring routine that frustrates and kills personal creative. No one denies the importance of the law as a necessary requirement to ensure the smooth running of work in any organization, but not to adhere to it literally without looking at the spirit of the law, it is necessary to shift to modern administrative methods and concepts in management such as (management by goals, overall quality, empowerment, Thus, it is possible to achieve a balance between the two demands of the law and the initiative which is the key of creative behavior (Amabile, 1988).

Emotional obstacles

They are obstacles represented in fear and hesitation, which hinders creativity. Fear and hesitation lead to restriction of thinking, lack of pursuit of new developments, introversion, or low self-confidence (Rego, Sousa, Marques, & Cunha, 2012).

Organizational obstacles

Creative individuals do not look sympathetically to the formal environment, and this creates some obstacles towards the creative individual, as a number of administrative leaders focus significantly on following up the implementation of orders and instructions issued to their subordinates more than their focus on the quality of performance and the level of achievement, and when the creative individual finds himself in such a situation, his creativity determines or he leaves the work in the organization (Glor, 1998). Cultural and social obstacles

These obstacles are due to the various social pressures that enter into shaping the lives of individuals, their culture, and their behavior, and lead them to adopt attitudes corresponding to what is common (Silvia & Phillips, 2004).

Environmental constraints

These constraints relate to internal environment conditions such as noise, lack of suitable place, overcrowding of individuals, failure of colleagues to support ideas, presence of a president who does not encourage creative ideas, and the lack of financial support necessary for the creative project.

Expressive obstacles

It represented by the inability to communicate ideas to others, such as the individual's sense of failure and frustration for not being able to communicate with a foreign language when trying to use it, as well as the failure of the worker and his frustration as a result of his machine breaking down, for example, and thus having to do the work manually.

Emotional and non-emotional obstacles

This is from (Freud's) viewpoint that the creative is afraid of new ideas, because he is afraid of the ideal superego and fears society will punish him for these ideas, so these ideas remain confined to the superego (Widana et al., 2019).

Conclusion

The theory has shown that there is a relationship between self-motivation and the level of creativity at work, as it became clear through this study that:

- 1- Motivation has importance to increasing the creativity of persons at work.
- 1- The importance of motivation for the person is magnificent because it helps reduce conflicts, increase creativity, and develop the individual in the organization .
- 2- One of the indicators of high motivation is the emergence of entrepreneurship in the individual and the suggestion of new ideas for the benefit of the institution, and this is evidence of developing the creative spirit of the individual.
- 3- People with high motivation are distinguished by a sense of enthusiasm, which calls for exerting effort in an atmosphere of competition, and this is one of the indicators of the creativity capacity of the individual.
- 4- One of the characteristics of a creative person is (sensitivity to problems) and this feature is evaluative, motivation more than mental.

All of these paragraphs indicate there is a strong link between motivation and creativity.

As for the practical aspect, the researcher applied the study to service institutions, where a first questionnaire prepared consisting of questions about the characteristics of the personal creativity to find out the extent of the availability of these features in the individuals working in these institutions, and this questionnaire distributed to. A sample of the various administrative levels in each institution, and through dealing with the data obtained from this questionnaire statistically, the institution in which the highest percentage of individuals to whom the characteristics of the personal creativity applies are determined, and the institution in which the lowest percentage of individuals to whom these apply Personality.

In order to compare these two institutions, the researchers prepared a second questionnaire that included questions also about the indicators of motivation to determine the institution with the highest percentage of its members carrying indicators of high motivation, and distributed to samples in each of the two institutions that identified, and through statistical interaction with the data obtained from this questionnaire shows that an organization with a higher percentage of individuals who possess self-motivation has a higher level of creativity. Accordingly, it concluded that there is a strong direct relationship between the level of self-motivation and creativity at work.

In order to clarify the relationship between self-motivation and creativity at work, the following table has been prepared:

Organization	Workers' numbers	Percentage of workers who have self-motivation	The percentage of those who have properties of a creative person	The percentage of creativity in the institution compared to the services it provides
First one	110	%21.3	%15.6	%12.4
Second one	98	%8.9	%6.1	%4.6

The data also proved that the level of organizational creativity is related to individual creativity, as we mentioned earlier, so the more individuals creative, the more positive the level of creativity in the organization.

Recommendations

After obtaining the results reached by the researchers through this research, the recommendations are the following:

- 1- Developing the spirit of motivation and encouragement of individuals who possess these qualities and concern for them.
- 2- Focusing on teamwork and cooperation, because this reduces conflicts within the organization and helps to stimulate the spirit of competition and creativity.
- 3- Adopting and studying the ideas and proposals put forward by the workers and adopting their initiatives it's one of the indicators of high motivation that leads to creativity, as it pushes workers to perfect work and present their best to prove the importance of their initiatives and proposals.
- 4- Raising the spirit of enthusiasm and perseverance at work through the participation of workers in drawing up plans and making decisions in addition to granting material and moral rewards.
- 5- Paying attention to developing experiences, participating in training courses periodically, and raising the level of efficiency and performance.

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