


Analyzing the Position of Creativity via Denison's Model for Organization for the Nurses in Amir al-Momenin and Shahid Beheshti Hospitals

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 <https://doi.org/10.32612/2019.1.3>

ARTICLE INFO

Article history:

Received: 13 August 2018

Accepted: 11 November 2018

Online: 21 November 2018

Keywords:

Organizational culture

Creativity

Nurses

Denison's model

ABSTRACT

In recent years, scientists have concluded that the outstanding position of successful businesses depend greatly on intangible but strong factors like spirit, potential, creativity and their organizational culture together with their beliefs and values. Relying on these two powerful factors of organizational development, an organization could open up its wings over mountains of prosperity. Recent studies along with many other historical ones have demonstrated that these two factors are among the main factors moving an organization forward. Therefore, the present study aims to investigate the relationship between organizational culture and creativity in nurses working in Amir al-Momenin and Shahid Beheshti Hospitals of Maragheh. This descriptive correlation study was conducted in a statistical population covering all nurses working in these two hospitals from among which, according to Morgan table, a decent statistical sample were selected and the questionnaire was randomly distributed among them. The data for the study were collected through Denison's standard organizational culture inventory and standard creativity questionnaire both of which were verified for their reliability and validity. The collected data were analyzed using regression test and the Pearson and Spearman coefficients. Results revealed that there is a significant and positive relationship between organizational culture and its dimensions including commitment to cooperation, compatibility, assignments and conformity with creativity in nurses working in Amir al-Momenin and Shahid Beheshti hospitals of Maragheh.

1- Introduction

The current era of change is accelerating and unpredictable. Organizations to deal with possible threats and opportunities, must recognize their internal capabilities, weaknesses and reinforce strengths were repaired. In the meantime, what is certain is that organizations today's problems with yesterday's solutions not addressed and predict the future, not solve future problems. But also for the

future of the action. Today, conditions and rules of the game so complex, dynamic and uncertain that organizations can no longer liabilities were cosmetic in the structures, systems and procedures and ensure their long-term viability etc. Thus, organizations today have such an attitude in the minds of the managers small, flexible, innovative, opportunity-oriented and cost-effective to overcome them the conditions should provide fertile



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