

## **Factors Affecting the Effectiveness of Management Creativity using Theory Planned Behavior**

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### **Abstract:**

The success of organizations in today's rapidly changing business landscape greatly hinges on the effectiveness of management creativity. This research aimed to uncover the elements influencing the effectiveness of management creativity by employing the Theory of Planned Behavior. The study's findings indicate that two significant predictors of management creativity effectiveness are one's attitude towards it and the subjective norms within the organization. Such results are rather important for the organizations and their leaders who would want to increase management creativity. The attitudes of subordinates towards management creativity should be positive if managers wish to cultivate management creativity among their employees, and the organizational culture must also be one that enhances and supports creative thinking. They should also make available all the requisite resources and support required for the implementation of their creative ideas and let employees participate in the decision-making processes in order to increase their sense of control over their creative activities. This research contributes to the literature on managerial creativity by presenting evidence about the effectiveness of managerial creativity and the strategies aimed at increasing the level of creativity in organizations through empirical insights.

### **Keywords:**

Management creativity, attitudes, subjective norms, perceived behavioral control.