



Abstract

The impact of organizational creativity on organizational performance: the moderating role of knowledge sharing Empirical study at Pharmaceutical Jordanian Company

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The survey aims at identify the effect of the organizational creativity at the organizational performance in Jordanian pharmaceutical Companies; in addition to elaborate the modified role that sharing knowledge can play.

To achieve the goals of the survey, a supposed model is put to reflect the effect among the survey variables involving two major hypothesis that each one them has four-sub hypothesis. A specific questionnaire is being developed for this purpose, it is distributed on both job directory, and supervisors of high and medium management in the companies under go of this research. This is applied on random samples of (276) of total society group (556).

After the questionnaires has undergone on honest tests and stability, the data is analyzed following analysis descriptive statistics depending on statistical package for social sciences (SPSS).

The survey arrived to a series of results that an important one of them was that all dimensions of the organizational creativity achieved high grads of importance according to the answers of these undergone the questionnaire. It appears that there is an existence of the effect of the organizational creativity with its all dimensions (challenge, free idea and dynamism), resulted from the variable of the organizational performance with its dimensions (challenge, free idea and dynamism), found in Jordanian Pharmaceutical Companies.

The relation is considered strong repressive force between the variables. It appears that there is an effect of the organizational creativity with its dimensions (Challenge, Free idea, and activity) on the organizational performance with its dimensions (Internal processes, Clients, Learning and development and financial dimension) existence of sharing knowledge as a modified variable in Jordanian Pharmaceutical Companies.

In reference to these results, the survey introduces a series of recommendations and suggestions , and one of which the survey recommends is that managers in Jordanian pharmaceutical companies should enforce the workers desire to work with in a team work under the soul of adventure by holding training courses for workers. In addition, the study encourages sharing knowledge to develop and upgrade workers to acquire skills and experience.