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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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 Denson'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.

Keywords: *Organizational culture; Creativity; Nurses; Denison's model*

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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 talent and creativity and spirit of innovation and entrepreneurship has found them all and can easily continuous, systematic and creative activities or your group implement (Nanchian, 2009: 110).

On the other hand culture in an organization, as a character in a human being. Basic assumptions, beliefs, norms and values as a basis for an organization's culture, formed the foundation of its existence, spot clean defines good and evil. Culture, should and should not determine the shape of the form of organization behavior. Despite a strong and cohesive culture, people also learn more about the goals and strategies of the organization to the values and norms, sense of responsibility, commitment to work and they are satisfied (Matlabi Asl, 2005). This, along with strong management that improves morale, motivation and productivity of staff is organizational performance. The rich culture of the organization as a force-generating and energy-rich, efficient organization led by human resources, organizational goals have the same feeling and understanding, a strong incentive for people to create and ethics in environment, systematic returns, so that some researchers believe that the dignity of culture, values boost the morale and performance of the job.

The vast changes in the world economic environment and there is also a highly competitive pressures has led to creative and innovation management role and implement its very correct attention. Organization for survival of the tumultuous environment today that the only change in itself prove to be innovative, they have to earn or maintain the excellence and to earn the excellence should act fast. But perhaps

the most important factor in the success, saying that the move is a major obstacle or most "corporate culture" (Sardari, 2003). The subject of the corporate culture of its important to know that the success or failure of the Organization to take into account the culture of governing it. On this basis, nowadays every organization has a culture that takes shape over time and is easy to use and has a significant impact on the River, not between the organizational behaviors. Organizations as well as individuals have the same characters that personalities the culture of the organization. Organizational culture is a set of values, beliefs, customs and lifestyle habits that are implicit and non-codified the common behavior of individual, group and organizational planning (Morhed, 1995: 49). Culture enables administrators with collecting information categories or groups work together to prioritize issues, compare and identify staff expectations and perceptions, and the gap between the existing situations and improve the favorable. If the beliefs, values, motivation and enthusiasm and zeal all of which can be summed up in the word culture as a cohesive and coherent form, organization usually with the existing facilities can stand up against domestic rivals and even international.

Therefore, Amir al-Momenin and Shahid Beheshti hospitals of Maragheh with 520 beds and 344 nurses Shahid Beheshti and that is one of the biggest and best hospitals in the country-value corporate culture that is required hospital efficiency and effectiveness in public health can have an influential role is the process in creating demands and organizational culture in this hospital could reveal ways of creativity in nursing. Culture can be a set of beliefs, customs, ideas, customs, and values of a society.

One of the major problems that has attracted the attention of many researchers is how to measure corporate culture. Some researchers believe a deep level feel like a significant organizational culture, semiotics and beliefs and the assumptions underlying it can be studied through ethnographic methods clinical or not by analogy. However, many researchers to measure analog values and norms of behavior in organizational culture have sufficed. Cooperation respects for social values and so it is. Overall thinking and creative performance to new ideas and experiences are all human, and not necessarily agents of change and transformation should be useful to man and society, such as new ideas, innovations, inventions and discoveries. Creativity means the ability or power to build or rebuild mental or physical reality so unique (Aaghel, 2004: 166).

Methodology

This research are applied on the basis of objective data gathering methods, descriptive of the type of work. Descriptive research methods described in the purpose of the condition or phenomenon is examined and methods of work as one of the following sectors of descriptive research methods for distribution of properties of statistical society. In this study, the researcher also describes and reviews the amount of organizational creativity with the relationship between enterprise culture utilizing the nurses of Shahid beheshti and Amir al-Momenin Hospitals in Maragheh.

In this study, a data collection methods, theoretical foundations and to collect the history of library studies and articles and academic journals is also used to collect statistical data in order to test the hypothesis of the research field and the search method has been used in the statistical community. In this research to collect information of a standard questionnaire, organizational culture and creativity. After collecting information by case analysis using SPSS computer application.

Statistical population of the study included all the nurses in Shahid Beheshti and Amir al-Momenin Hospitals of Maragheh, from among which 186 nurses were selected as the statistical sample randomly and were then asked to fill out the questionnaires of the study.

In order to analyze the data, descriptive statistics such as the percentage of frequency and the frequency will be used and of statistical inference, such as the correlation coefficient of Pearson test, regression and for validation of the questionnaires from the coefficient of Cronbach's alpha was used, which is to do these things is the use of SPSS computer application. In order to collect the data, the theoretical part of a library of methods (such as books, articles, theses and Internet sites) and in order to gather information relevant to the knowledge of the methods of work (the questionnaire).

Data Analysis

Demographic data

Table 1. age distribution table			
Age	Frequency	Relative frequency	Aggregate relative frequency
Below 30	105	56.5	56.5
30- 39	44	23.7	80.1
40- 49	37	19.5	100
Over 50	0	0	100
Total	186	100	-

As can be seen in Table 1, the age of 105, equivalent to 5/56%, less than 30 years, the equivalent of 44 7/23%, between 30 and 39 years and the number 37 equals 5/19%, between 40 are up to 49 years.

Data on education

Table 2. distribution of educational degrees			
Degree	Frequency	Relative frequency	Aggregate relative frequency
Diploma and College degree	8	4.3	4.3
Bachelors	148	79.6	83.9
Masters and higher	30	16.1	100
total	186	100	

Table 3. Regression model of organizational culture and creativity			
Standard deviation	Determined coefficient	Determination coefficient	Correlation coefficient
0.365	0.202	0.206	0.454

The correlation between independent variables and the dependent variable is equal to 454/0. 206/0 coefficient of determination obtained and this value indicates that 6/20

percent change of organizational culture of creativity is concerned. According to the index, which was a model of efficiency is necessary.

Conclusion and Discussion

The results obtained in this study indicate that there is a significant relationship between organizational culture and creativity and is a direct and positive direction. As a result, culture, culture that can lead to the strengthening of the creativity. This finding by the elders and colleagues (1391), Alizadeh (1387), Tabrizi (1384) and Gilbert (2005) and corresponded to match. this positive relationship indicates that the corporate culture as a facilitator and motivating agent directly and indirectly on the amount of the creativity of individuals and organizations can effect with agreement on the existing values and beliefs in the Organization, to comply with the change, according to people, the work and coordinate harmony in individual and organizational goals to increase creativity and help people of any size to the dimensions of the hospital nurses, "committing to work, compatible, adaptability And mission» more attention to lodge the same amount to more creativity.

Based on the findings of such analysis would be that hospitals can create the right organizational culture that embraces new ideas and diverse opinions, and also people to execute their ideas and encourage tolerance of failure and with the emphasis more on the development of capabilities, empowerment, team employees, coordination and coherence, agreement on fundamental values, transparency and strategic intentions, goals, objectives and a clear vision, change, customer-orientation, as well as organizational learning, A great impact on creativity and innovation, and nurses to increase their creativity and help in the Organization of the health system planners will no longer be able to without regard to the corporate culture, the basis of the criteria and increase the creativity of the founding Saints. Planners should be provided with resources such as putting time and the allocation of financial resources, the creation of working groups and mutual support of members of the group, combining different ideas, skills and experiences of promoting creative thinking, encourage, reward and job promotion, the grounds and the trust, the lack of undue and time-consuming assessments and create a quiet workspace without fear and dread, organizational support, strengthening mutual cooperation and create the charm of something for the

nurses ' organizational culture That encourage creativity and innovation of the hospital nurses and the progress of their enterprise.

Finally, organizational culture and conformity have a significant number of creativity of staff. This results with the findings of Piran et.al. (2012), Alizadeh (2008), Tabrizi (1384) and Gilbert (2005) and correspondence. According to the judge being a culture of adaptation ability, will be proposed to the employees in the field of freedom of action than the mentioned characteristics along responsibility and creativity.

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