

Abstract:

The Influence of Financial and Other Rewards to Release Human Creativity

Research Question (RQ): The research question was to determine whether and to what extent the impact of monetary and other rewards release human creativity in an organization.

Purpose: Release of human creative potential is very important in business. The purpose of this study was to explore whether and what is the influence of monetary and other rewards on human creativity.

Method: Quantitative analysis with a survey on employees and management of the company. Hypothesis testing was used and data analysis was performed using a χ^2 test.

Results: The result of this research was that the financial rewards do not affect the release of human creativity within an organization. Other types of rewards do have an influence and they are also important factors in the release of human creative potentials within an organization.

Organization: Business managers can use this study to detect if financial and other rewards influence on the release of human creativity, to what extent they influence, and what are alternatives.

Society: Satisfaction of every human being is to provide basic needs. Motivated individuals can easily and efficiently release their creativity, which can benefit organizations, families, and society. The research findings may be used in more or less any other social contexts (public or private sector).

Originality: The originality of the research is determining the types of rewards and motivations that affect the release of human creativity.

Limitations/Future Research: The research is focused primarily on the issue if financial and other rewards influence the release of human creativity, but not other factors (conditions outside the organization, political and economic climate, situation in the family and society).

Keywords: financial reward, other rewards, creativity, motivation.