

49 Title	The Influence of Individual Factors, Supervision and Work Environment on self-efficacy
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Abstract	<p>In highly competitive global markets, organizations have to distinguish themselves with creative and innovative solutions to satisfy discerning customers. Creativity, an important precursor for innovation, provides organizations with a competitive advantage in a reinforcing loop of improved customer service, increased staff morale, increased retention of quality staff and further improvements in service (Glisson & Durick, 1988; Anderson & College, 1992).</p> <p>Creative output comes from the performance of individuals with particular cognitive and personality traits (Masten & Caldwell-Colbert, 1987; Kirton, 1989) who are supported within a facilitative work environment (Scott & Bruce, 1994; Amabile et al., 1996; Rice, 2006). Confidence in one's own ability or one's self-efficacy is an important cognitive and social trait determining and sustaining work performance. Appropriate behaviours and performance standards are defined within the work environment and the ability and support received in meeting performance expectations enhance the individual's self-efficacy (Gist & Mitchell, 1992; Bandura, 1997).</p> <p>Both creativity and self-efficacy have been associated with particular individual traits and environmental conditions in the workplace. While much has been written on these two concepts separately, less has been done to explore them as a single construct. This paper addresses the gap in the literature by linking creativity at work and occupational self-efficacy. It reviews the literature on antecedent concepts and current research into creative self-efficacy. In doing this, it provides the basis for further empirical exploration of possible linkages between creative self-efficacy and individual and work environment variables. The contribution this paper makes is in the identification of specific variables that are significantly related to creative self-efficacy. A model is proposed showing significant linkages between the identified variables.</p>