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($0.01 \geq \alpha$)				.3
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(Innovation)

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(New Response)

(Stimulus)

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(Cook, 1998)

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:(Productive Creativity)		-2		
:(Inventive Creativity)		-3		.(2004
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:(Emergence Creativity)		-5	.(2002)
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(Fisher, <i>et al</i> , 1999)	-6)	(2000)	*
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Martins and Terblanche,)	(2003		:	*
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		(1996)		
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			.Brown, 1998)	-3
:	(Quinn, 1985)			-4
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(Suliman, 2001)
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Statistical Package for Social

Sciences- SPSS

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:Instrument Validity -
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(Test
 (3)

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 (Pearson)

Cronbach's Alpha

(5)

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.(%86.4) (95)
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(2.25)	(2.42)			(2.44)
		(1.97)	(2.21)	
			(2.07)	
			(1.95)	
		:		
			(1.86)	
		(9)	(1.81)	
			(1.78)	
				(1.68)
		(0.674)		:
				(8)
		:		
		(10)	(2.32)	
		(4.16)		
(4.51)				(2.54) (2.56)

.(4.37)

(P)
.(0.01)

49

.(4.27)

15

.(4.21)

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.1 ()
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(%77.9) (3.77) (3.87)

(%54.8)

40 (%65)
10 (%60)

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(%70) -2
(%44) 40
-3

(Kruskal-Wallis Test)
(11)

.(2.15)

(0.01 ≥ α)

			-4
		(0.01 ≥ α)	
.3			
		(0.674)	
:			-5
-1			
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-2			-6
			(0.01 ≥ α)
	49		
-3			15
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(1) :

(2002) :

(1)

			-1
1988	1994		-
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	1997		-
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1999	1988		-
2002	1997		-
			-5
	1994		-
	1999		-

(61 :2003) :

(2):

(2002)	25	24-5	5	
(2005)	19	19-5	5	
(2007)	24	24-10	9-5	
(2007)	-	-	10	
.2000	100	99-20	19-1	
(2006)	-		50	
			100	
() (2007)	50		50	()
	100		100	

(3):

		(%)		
30	11	27	20	
50	18	44.6	33	
30	12	28.4	21	
110	41	100	74	

:(4)

0.882	10		1
0.921	6		2
0.868	8		3

:(5)

	2.49-1
	3.49-2.5
	5-3.5

(95 =)

:(6)

%			
77.9	74		
22.1	21		
13.7	13	29	-20
21.1	20	39	-29
31.6	30	49	-39
33.7	32		49
11.6	11		
33.7	32		
47.4	45		
7.4	7		
11.6	11		5
29.5	28	10	-6
33.7	32	15	-10
25.3	24		15

(7):

(95 =)

	0.941	2.57	3	.	1
	0.898	2.44	4	.	2
	0.752	1.86	7		3
				.()	
	0.841	1.68	10	.	4
	0.840	1.78	9	.	5
	0.747	2.07	5	.	6
	0.829	1.81	8	.	7
	0.790	1.95	6	.	8
	0.770	2.71	1	.	9
	0.858	2.58	2	.	10
	2.15				

...

:(8)

(95=)

	0.986	2.56	.	1
	0.954	2.54	.	2
	0.899	2.25	.	3
	0.933	2.21	.	4
	0.905	1.97	.	5
	0.941	2.42	.	6
	2.32			

:(9)

(95=)

*0.674	1	
1	*0.674	

(0.000)

(0.01 ≥ α)

*

:(10)

(95 =)

	0.751	3.99	6	1
	0.609	4.27	3	2
	0.831	3.77	8	3

	0.874	4.21	5	.	4
	0.543	4.51	1	.	5
	0.815	3.87	7	.	6
	0.745	4.37	2	.	7
	0.675	4.27	4	.	8
	4.16				

(Kruskal-Wallis)

:(11)

(95=)

P					
*0.001	86.36	13	7.00	29	-20
		20	23.50	39	-29
		30	48.50	49	-39
		32	79.50		49
*0.002	80.26	11	6.00		
		32	27.50		
		45	66.00		
		7	92.00		
*0.001	86.33	11	6.00		5
		28	25.52	10	-6
		32	55.48	15	-10
		24	83.50		15

(0.01 ≥ α)

*

(1996) " (1990)

" (2010) (2000)

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21 40

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(2002)

(2000)

(2006)

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82 " " (2002)

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2006

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(2001) (2003)

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(1993)

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The Requirements of Creativity Process in HR: An Empirical Study on HR Managers In Small and Medium Firms In Jordan

Mohammad Omar Alzoubi

ABSTRACT

This study has been aimed at exploring the main requirements for the creativity process in small and medium Jordanian firms. Also, It aimed also at investigating the effect of HR demographic variables like: age, educational level and experience, on the extent of providing these firms that support the creativity process to run their business. This study based on descriptive analysis, (41) samples were drawn from represented managers working at small and medium Jordanian firms registered in Amman Financial Market.

A (110) questionnaire developed by the researcher was administrated to subject (n=110); returned usable versions were (95) considered as acceptable at (86.4%) percentage returned rate . The most important findings of the study were as follows:

1. The creativity process requirements were available at low level in small and medium Jordanian firms, while the highest requirements were available in training HR managers in how to encourage and motive their employees to be creative; the lowest requirements were in making the promoting based on the individual ability for analysis and creativity.
2. There is a strong positive correlation at a statistical significant ($0.01 \geq \alpha$) between the abilities of the small and medium Jordanian firms to introduce creative and pioneer change in their business practices and the firms abilities of providing with the creativity process.
3. The firms faced numbers of obstacles that may not lead to adopting the creativity process requirements, the main obstacles were the challenges caused by international and domestic competition. The lack of ability to a adopt and forward towards improvements and moderates in modern technology systems.
4. There is a statistical significant effect at ($0.01 \geq \alpha$) for ages, experience, and educational level on the managers' perceptions towards providing the firms with the creativity process requirements.

KEYWORDS: Creativity Process Requirements, Jordanian Organizations, HR, Amman Financial Market.

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