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**Showkat Ahmad Mir**  
Lecturer, Department of  
Management, Gandhi  
Memorial College, Srinagar,  
Jammu and Kashmir, India

## A study on managerial creativity of high and low investors

**Showkat Ahmad Mir**

### Abstract

This study was carried to explore the managerial creativity of high and low investors. In context to this it was hypothesized that there will be no significant difference between high and low investors on their managerial creativity. The present study has been operated through descriptive survey method. The total sample for the present study consists of 400 respondents. However, whole selected sample was bifurcated into two broad categories viz. high investors and low investors. Whole sample was selected with the help of purposive sampling technique. For exploring managerial creativity among respondents the investigator employed “*Managerial Creativity Scale*” developed by Sangeeta Jain, Upinder Dhar and Rajnish Jain (2016). The data has been put to statistical treatment by using descriptive as well as inferential statistics. Keeping in view, it was found that high investors hold higher level of managerial creativity as compared to low investors. The results depicts that the impact of investment is significant on the level of managerial creativity of the respondents. High investors were seen with high level of managerial creativity as compared to low investors.

**Keywords:** Managerial creativity, high investors, low investors

### Introduction

The need for creativity in management has long been recognized to achieve competitive advantage by all business organizations concerned with growth and change. Peter F.D, (2012) famous management guru, estimates that the demand for creative managers has doubled in each century. With the growing pace of change, managerial creativity is becoming more important for organizational decision making and effectiveness. Proctor (1997) explains that creativity helps to improve solutions to persistent organizational problems and has a boarder role to play in an organization, since it helps to encourage profitable innovations, rekindles employee motivation and improves personal skills and team performance. Managerial creativity describes the process of employing play fully exploratory rather than a mechanical approach in problem solving by a person who is open, curious and imaginative to find solutions or designs that are novel and useful for the process of planning, organizing, implementing and controlling to determine and achieve the organizational objectives in a dynamic environment. In nutshell, managerial creativity refers to novel multidimensional and fluent ideas related to different functions of management. In involves creative behaviour of managers which produce interesting or useful novelty. In the domain of management, creativity has been defined in many different ways, ranging from ‘spark of genius’, ‘super energy’, ‘divergent thinking’ to the problem solving while handling the management process, for instance, a valuable ability to bring out something new into existence. Large number of the research studies has been conducted on managerial creativity. Like the notable studies are conducted by Amabile, T.M. (1988) <sup>[1]</sup>, Andrew, D.P.S., & Kent, A. (2007) <sup>[2]</sup>, Andrews, F. and Farris, G.F. (1972) <sup>[3]</sup>, Appelbaum, S.H., and Kamal, R. (2000) <sup>[5]</sup>, Argyris, C. (1964) <sup>[6]</sup>, Arnold, T., Spell, S.C. (2006) <sup>[7]</sup>, Ashok, A. and Neaveeda, S. (2011) <sup>[8]</sup>, Atsanch, N., Ali R.M. (1999) <sup>[10]</sup> and Wang, H.M. and Feng, W.W. (2003) <sup>[29]</sup>. Despite these research studies the investigator found demographic research gap. Keeping in view, the statement of the research problem is as under:

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**Corresponding Author:**  
**Showkat Ahmad Mir**  
Lecturer, Department of  
Management, Gandhi  
Memorial College, Srinagar,  
Jammu and Kashmir, India

**Demystifying entrepreneurial talents of high and low investors**

**Objectives:** The objectives of the study are as under:

- To explore the managerial creativity of high and low investors.

**Hypothesis:** The hypothesis of the study is given as under:

- There will be no significant difference between high and low investors on their managerial creativity.

**Methodology of the study:** The methodology of the study is reported as under:

- **Design of the study:** The present study has been operated through descriptive survey method. Further, design if the study is based on below mentioned parameters.
- **Sample:** As reported in the above table the total sample for the present study consists of 400 respondents. However, whole selected sample was bifurcated into two broad categories viz. high investors and low investors. In the category of high investors the investigator selected whole sale dealers hooding general store and in the category of low investors, the research selected low investors holding general store on retailer capacity. However, it is pertinent to mention here that whole sample was selected from Shopian, Pulwama, Anantnag, Kulgam and Srinagar districts of Union Territory of Jammu and Kashmir.
- **Sapling technique:** the required sample for the present study was 400 respondents with due representation of type of investment and locality. In addition to this, the investigator collected the required data on the basis of past experience, accordingly, the whole sample was selected with the help of purposive sampling technique.
- **Tools used:** For exploring managerial creativity among respondents the investigator employed “*Managerial Creativity Scale*” developed by Sangeeta Jain, Upinder Dhar and Rajnish Jain (2016).

**Delimitations of the study:** During the whole research process lot or constraints were faced by the investigator. However, investigator made ample efforts to delimit these constraints upto maximum extent. Consequents the researcher delimited the present study to following domains:

1. The study has been delimited to 400 respondents.
2. The study has been delimited to for districts of union territory of Jammu and Kashmir, viz. Srinagar, Pulwama, Shopian and Anantnag.
3. The study has been delimited wholesale and retail investors of selected districts. However, only these respondents were selected who deal with general store technically known as “*Kiryana Store*”.

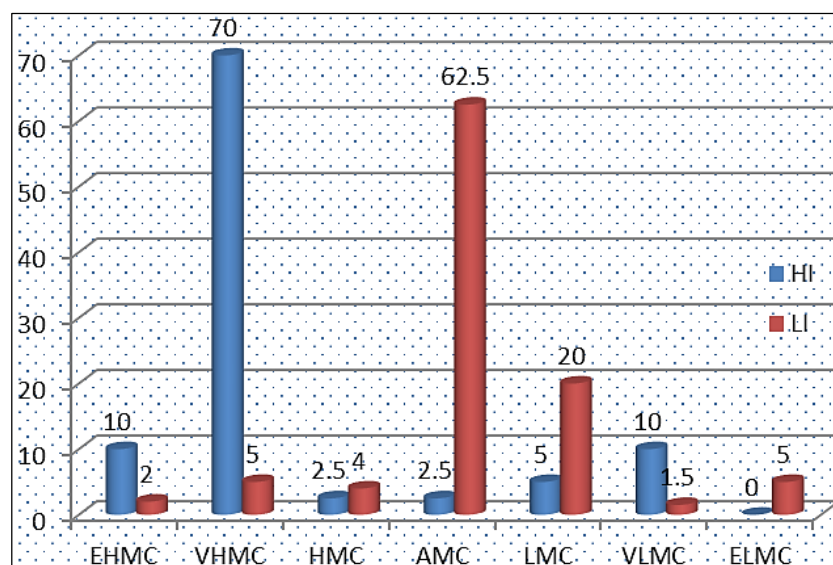
**Analysis and interpretation of the data:** The analysis and interpretation of the data is given as under:

**Table 1:** Showing the frequency and percent wise distribution of high and low investors on their level of managerial creativity. (N=200 each)

Level	High Investors		Low investors	
	Frequency	Percentage	Frequency	Percentage
EHMC	20.00	10.00	04.00	2.00
VHMC	140.00	70.00	10.00	5.00
HMC	05.00	2.50	08.00	4.00
AMC	05.00	2.50	125.00	62.50
LMC	10.00	5.00	40.00	20.00
VLLMC	20.00	10.00	03.00	1.50
ELMC	0.00	0.00	10.00	5.00
Total	200	100	200	100

**Index**

- EHMC = Extreme High Managerial Creativity.
- VHMC = High Managerial Creativity.
- HMC = Above Average Managerial Creativity.
- AMC = Average Managerial Creativity.
- LMC = Below Average Managerial Creativity.
- VLLMC = Low Managerial Creativity.
- ELMC = Extreme Low Managerial Creativity.



**Fig 1:** Showing the graphical analysis of frequency and percent wise distribution of high and low investors on their level of managerial creativity

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**Discussion**

The statistical treatment provided in the table 2 (Please see Fig 1) gives information about the descriptive analysis of the respondents on the basis of their managerial creativity. The results reveal that 10% (F=20) high investors were seen with extreme high level of managerial creativity. The obtained results designate that 70% (F=140) high investors were seen with very high level of managerial creativity. Besides, it was found that 2.50% (F=5.00) high investors were seen with high level of managerial creativity. In context to same, it was found that 2.50% (F=5.00) high investors were seen with average level of managerial creativity. Further, from the same operation, it was found that 10% (F=20) high investors were seen with low level of managerial creativity. The gained results further reveal that 10.00% (F=20) high investors were seen with very low level of managerial creativity. In context to same, it was found that 0.00% (F=0.00) were reported with extreme low level of managerial level of creativity. Coming towards their

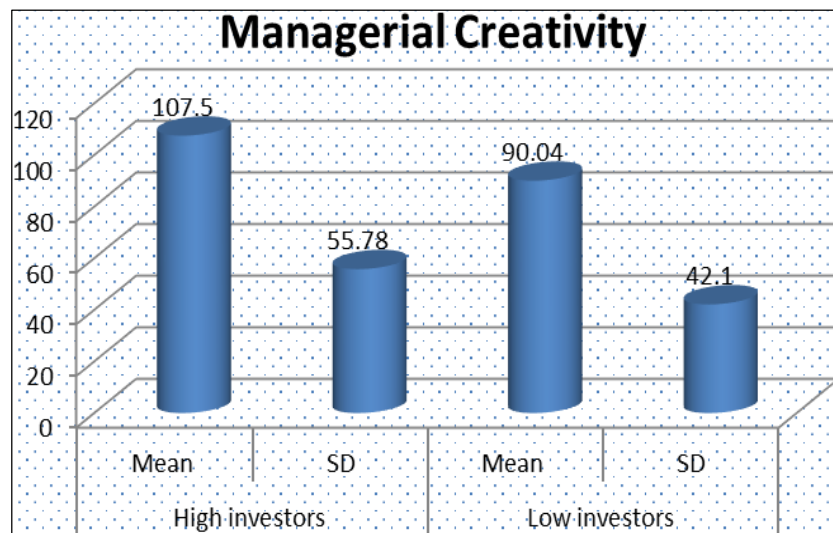
counterparts it was seen 2.00% (F=4.00) low investors were seen with very high level of managerial creativity. Besides, it was found that 5.00% (F=10.00) low investors were seen with high level of managerial creativity. In context to same, it was found that 4.00% (F=8.00) low investors were seen with average level of managerial creativity. Further, from the same operation, it was found that 62.50% (F=125.00) low investors were seen with low level of managerial creativity. The gained results further reveal that 20.00% (F=40.00) low investors were seen with very low level of managerial creativity. In context to same, it was found that 5.00% (F=10.00) low investors were reported with extreme low level of managerial level of creativity.

**Table 2:** Showing the significant of mean difference between high and low investors on their level of managerial creativity scale

Variable	High investors		Low investors		't' value
	Mean	SD	Mean	SD	
Managerial creativity	107.50	55.78	90.04	42.10	2.60@@

**Index**

- @@= significant at 0.01 level of confidence.



**Fig 2:** Showing the graphical illustration of mean difference between high and low investors on their level of managerial creativity

**Index**

- @@= Significant at 0.01 level of confidence
- HI= High investors
- LI- Low investors

**Discussion**

The examination of the above reported table (Please explore table 2, Fig. 2) gives information about the mean significance of high and low investors on their level of managerial creativity. The results reveal that the outlined mean value of high investors was seen 107.50 while as the mean value of low investigator was seen 90.4. When the both group of teachers were comparatively analysed with the help of independent 't' test, the 't' value came out to be 2.60 which is high than the table value at 0.1 level of confidence. Thus, from the above reported results, it can be inferred that there seems significant difference between high and low investors on their level of managerial creativity. High investors were seen with high level of managerial creativity as compared to their counterparts. In pursuance to same, the status of the hypothesis is reported as under:

**Hypothesis:** There exists no significant difference between high and low investors on their level of managerial creativity.

-----**Status: Accepted**

Indeed significant difference has been reported between high and low investors on their level of managerial creativity. In context of the above reported results significant difference has been found between high and low investors on their level of managerial creativity. Keeping in view results of the study are supported by host of the researchers like; Amabile, T.M. (1988) <sup>[1]</sup>, Andrew, D.P.S., & Kent, A. (2007) <sup>[2]</sup>, Andrews, F. and Farris, G.F. (1972) <sup>[3]</sup>, Appelbaum, S.H., and Kamal, R. (2000) <sup>[5]</sup>, Argyris, C. (1964) <sup>[6]</sup>, Arnold, T., Spell, S.C. (2006) <sup>[7]</sup>, Ashok, A. and Neaveeda, S. (2011) <sup>[8]</sup>, Atsanch, N., Ali R.M. (1999) <sup>[10]</sup> and Wang, H.M. and Feng, W.W. (2003) <sup>[29]</sup>.

**Conclusion**

As reported above the aim of this study was to explore the managerial creativity of high and low investors. Keeping in

view, it was found that that there seems significant difference between high and low investors on their level of managerial creativity. High investors were seen with high level of managerial creativity as compared to their counterparts (Low investors).

**Competing interest:** The research declared that no potential if interest with respect to authorship, research and publication of this article.

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