

Investigating the Effect of Organizational creative Climate on Organizations' Flexibility by Innovation in Organizations (Case study: Iranian Insurance Employees in Guilan Province)

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Innovation and creativity are one of the most important factors for success and gaining competitive advantage and strengthening the economy. Today, almost all organizations are faced with a dynamic environment and rapid technological change, short product life cycle and globalization. Organizations, especially technological organizations, need creativity and innovation to survive in the marketplace, compete and grow. This research seeks to investigate the the effect of Perceived organizational creative Climate on Organizations' Flexibility by Innovation in individuals. . The variables of this research are creative atmosphere, staff flexibility and individual innovation. The statistical population of this research is Iranian insurance staff in Guilan province. The statistical sample is 269 people. The hypothesis test results showed that all hypotheses were confirmed.

Keywords : Key words: creative Climate, staff flexibility, innovation.

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