

The Impact of Transformational Leadership through the Role of Support for Innovation on Employee Creativity and Innovation (Case Study of Gilan Regional Electricity Company)

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Creativity and employee innovation has been one of the practical issues in organizational behavior that will enhance the productivity of individuals and organizations. Considering the importance of this issue in this research, the role of transformational leadership with the moderating role of the organization's supportive atmosphere for innovation on the creativity and innovation of employees in Guilan province electricity company has been addressed. The present research is descriptive and based on the type of applied target. Data gathering was a field method. A questionnaire tool was used to collect data. The statistical population of the study was 755 employees of Guilan Electric Company, and 278 of them were obtained as a research sample by the Cochran formula for the limited population. Sampling method In this study, random cluster sampling was simple. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Regression equations were used to analyze the data. The analytical results show that the four hypotheses presented in the research were all confirmed and the most effect was on the effect of transformational leadership through the role of moderating employee perceptions the organizational support atmosphere on innovation and the least impact intensity on the impact of transformational leadership on employee creativity. Is. What is evident when employees of a power company can have creativity that is flexible in the organization and support new ideas. Accordingly, when the organization maintains innovation in addition to supporting the supervisor, employees' creativity is likely to increase the ability to solve old problems, and the

results will increase productivity for the power company and will improve organizational performance over time.

Keywords : innovation-supportive climate, transformational leadership, creativity, innovation

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