



ORIGINAL RESEARCH PAPER

Psychology

A COMPARATIVE STUDY ON INDIVIDUAL INNOVATIVENESS AMONG IT AND NON IT EMPLOYEES

KEY WORDS: Individual Innovativeness, IT and NON IT employees.

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ABSTRACT

Over the span of the latest decades, development and creativity have ended up being essential capacities for gaining ground in made economies. The requirement for innovative critical thinking has emerged as increasingly. Numerous individuals simply talk about development in corporate dimension, however today innovation is likewise significant at individual dimension. It isn't simply organizations that must enhance; people should also likewise improve. The purpose of this present study was to compare the level of individual innovativeness among IT and NON IT employees. The samples for this study comprised of 200 employees (100 IT and 100 NON IT) respectively. The Individual Innovativeness scale developed by H. THOMAS HURT, JOSEPH. K and COOK. C. D (1977) on the basis of Roger's Individual Innovativeness theory and adapted to Turkish by Kilicer and Odabasi (2010) was used to collect the data. Descriptive analysis and Differential analysis was used to analyse the data. Results revealed that there were no significant difference in the level of Individual Innovativeness among the IT and NON IT employees.

INTRODUCTION :

Innovation can be portrayed just as "another thought, gadget or strategy". Innovation all around suggests changing strategies or making frames that are progressively reasonable and creative of new thoughts. It isn't equal to, creation, as innovation is logically ready to incorporate the valuable utilization of an invention (for instance new/improved limit) to have a significant impact in an organisation or in an overall population, and not all inventions require a creation. Creative thinking has been around as long as humankind. At different events ever, events accomplished experiences is conveyed by creative energy in various structures. Sometimes the most troublesome conditions drawn out the most inventive contemplations. Exactly when people are pushed to the edge like in a bad position, war, outrageous atmosphere or awful accidents, improvement prospers. Innovation processes forms as a mind blowing suspected, executed amazingly, and passed on in a manner that totally praises the charm of the hidden thought. The methodology of making new things, realizing innovations and administering step by step business or assignments that each triggers a substitute sort of utilization of the brain. We examine impulse, will/intuition and reason in our day today life. Creativity goes inseparable with progression. In addition, there is no progression without imaginativeness. While imaginativeness is the ability to convey new and unique thoughts . Innovation is the execution of that creative ability - that is the introduction of another idea, game plan, system, or thoughts. Creative ability is the primary power behind innovation and the union of looking from a substitute perspective and chance of restrictions by principles and composed or unwritten standards.

Achmad Fajar Hendarman et al (2017)

this study contributes to the literature on soft skills, hard skills and individual innovativeness of employees at the individual level. The results indicated that both the soft skills and hard skills are significantly and positively associated with individual level of Innovativeness. However, no complementarily (positive interaction effect) is found between soft skills and hard skills.

Ahmet Naci Çoklar (2017)

this study was aimed to determine the effect of teachers' individual innovativeness level on technological integration process, of analyzing relationship between teacher's individual innovativeness levels and their tpack self-efficacies. In this research, it has been found that a great majority of teachers consider themselves as early adaptors and early majority as well as being advanced level in terms of TPACK skills.

Güney Çetin Gürkan, PhD et al (2016)

his study was aimed to examine whether there is any difference in the individual innovativeness levels of lead users and Non-Lead Users. His research was carried out on surgeons; 73 lead user and 70 non-lead user surgeons were compared and the results were presented. Variance analysis indicated that there was a significant difference between the individual innovativeness levels of non lead users and lead users. In his research it was found that there was a significant difference in sub-dimensions of individual innovativeness (resistance to change, openness to experience and risk taking, opinion leading). The mean of lead users are lower than those of non-lead users in resistant to change, but the mean of lead users are higher than those of non-lead users in other two sub-dimensions

OBJECTIVES :

- i. To measure the level of Individual Innovativeness among IT and NON IT employees.
- ii. To measure the level of Individual Innovativeness among Male and Female IT and NON IT employees.
- iii. To measure the level of Individual Innovativeness among IT and NON IT employees of different age group.

HYPOTHESIS :

- i. There will be no significant difference in Individual Innovativeness among IT and NON IT employees.
- ii. There will be no significant difference in Individual Innovativeness among Male and Female IT and NON IT employees.
- iii. There will be no significant difference in Individual Innovativeness among IT and NON IT employees of different age groups.

METHODOLOGY :

The study was conducted in North Chennai Region. The present study comprises of 200 working employees (100 IT and 100 NON IT). Stratified random sampling technique was used to select the samples .The Individual Innovativeness scale developed by H. THOMAS HURT, JOSEPH. K and COOK. C. D (1977) on the basis of Roger's Individual Innovativeness theory and adapted to Turkish by Kilicer and Odabasi (2010) was used to collect the data. It is a 20-item questionnaire was designed and used to measure and examine an individual's orientation towards change. The questionnaire has 5 alternative items. The questions will be scored from 1 to 5 as per the option. Strongly Agree ,Agree ,Neutral , Disagree, Strongly Disagree respectively . The grand total of each individual on the entire scale was obtained by adding the scores on all the statements. The scores 64 and below are considered as low in innovativeness and the scores 68 and

above are considered as highly innovative. Participants were tested individually. The permission to collect the data was obtained from the higher official. The copies of the questionnaire were given to the participants and asked to fill the questionnaire by instructing them "Read the following instructions from the inventory. There are 20 items in it, against each item there are 5 alternatives and respond to it by a tick mark on one of the 5 alternative, which you think describe you well. There is no right or wrong answer. Your answers will be kept confidentially. Do not skip any question. "After this the participants were instructed to write down a short description of an Introspective report or a feedback for the further findings. The internal reliability co-efficient was 0.82, test-retest reliability co-efficient was 0.87. Predictive Validity was found. In this study the following statistical techniques :

1. Descriptive Analysis (Mean, Standard Deviation)
2. Differential Analysis (t - value) were used to analyse and tabulate the results.

VARIABLE	CATEGORY	NO OF SAMPLES	LOW	MODERATE	HIGH
LEVEL OF INDIVIDUAL INNOVATIVENESS	IT	100	56	18	26
	NON IT	100	53	21	26

RESULTS AND TABULATION :

TABLE - I : SHOWS THE OVERALL LEVEL OF INDIVIDUAL INNOVATIVENESS AMONG IT AND NON IT EMPLOYEES

From the table 1 it shows the overall level of Individual Innovativeness among the IT and NON IT employees.

FIGURE -I: SHOWS THE OVERALL LEVEL OF INDIVIDUAL INNOVATIVENESS AMONG IT EMPLOYEES

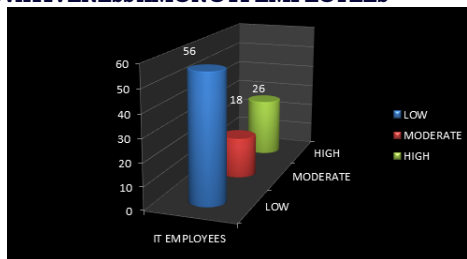
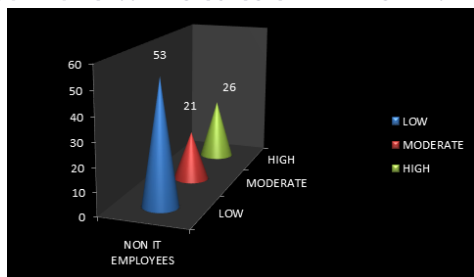


FIGURE -II: SHOWS THE OVERALL LEVEL OF INDIVIDUAL INNOVATIVENESS AMONG NON IT EMPLOYEES



Both the figure I & II shows the overall Level of Individual Innovativeness among the IT and NON IT employees.

TABLE - II : SHOWS THE MEAN, S.D , t-VALUE AND THE LEVEL OF SIGNIFICANCE AMONG THE IT AND NON IT EMPLOYEES

VARIABLE	CATEGORY	N	MEAN VALUE	S.D	t-VALUE	LEVEL OF SIGNIFICANCE
LEVEL OF INDIVIDUAL INNOVATIVENESS	IT	100	62.7	7.61	0.56	NS
	NON IT	100	63.3			

NS - Not Significant

From the table II it shows that there would be no significant difference between the IT and NON IT employees in their level of Individual Innovativeness. So, the null hypothesis is accepted.

FIGURE- III : SHOWS THE MEAN VALUE OF IT AND NON IT EMPLOYEES



FIGURE III shows the mean value on the Level of Individual Innovativeness among the IT and NON IT employees.

VARIABLE	CATEGORY	N	MEAN VALUE	S.D	t-VALUE	LEVEL OF SIGNIFICANCE
LEVEL OF INDIVIDUAL INNOVATIVENESS	MALE	100	63.4	7.59	1.32	NS
	FEMALE	100	62			

NS - Not Significant

From the table III it shows that there would be no significant difference among the male and female IT and NON IT employees in their level of Individual Innovativeness. So, the null hypothesis is accepted.

FIGURE -IV: SHOWS THE MEAN VALUE OF MALE AND FEMALE IT AND NON IT EMPLOYEES



FIGURE IV shows the mean value among the male and female IT and NON IT employees.

TABLE - IV :SHOWS THE MEAN, S.D , t-VALUE AND THE LEVEL OF SIGNIFICANCE BETWEEN THE AGES OF IT AND NON IT EMPLOYEES

S - Significant at 0.01 level
From the table IV it is evident that there would be no significant difference

VARIABLE	CATEGORY	N	MEAN VALUE	S.D	t-VALUE	LEVEL OF SIGNIFICANCE
LEVEL OF INDIVIDUAL INNOVATIVENESS	21 - 23 yrs	100	60.02	7.9	2.96	S
	24 - 26 yrs	100	63.31			

among IT and NON IT employees of different age groups in their level of Individual Innovativeness. So, the null hypothesis is failed to accept.

FIGURE -V: SHOWS THE MEAN VALUE BETWEEN THE AGES OF IT AND NON IT EMPLOYEES

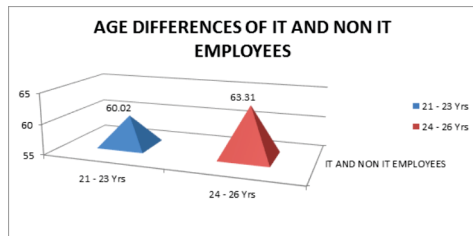


FIGURE V shows the mean value among the IT and NON IT employees of different age groups.

Therefore it is found that the level of Innovativeness increases as an individual grows older and older.

CONCLUSION :

There is no significant difference in the level of Individual Innovativeness among IT and NON-IT employees. There is no significant difference in the level of Individual Innovativeness among the male and female IT and NON IT employees. There is a significant difference in level of Individual Innovativeness among IT and NON IT employees at different age groups.

IMPLICATIONS OF THE STUDY :

The result of this study may pave a way to know the importance of innovativeness and creativity and its aspects in an individual's everyday daily life. Some proper techniques such as : engaging in various innovative or creative activities, listening ambient noise levels of music, to approach positive psychology in enhancing their dreams; are suggested to enhance their level of innovativeness which would make the individuals to become more innovative and face their life more enthusiastically and creatively.

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