

The Relationship between Creativity of School Administrators and Their Performance in Attracting Funds in the Lamerd City in Academic Year 2013-2014

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Abstract: The aim of this study was to investigate the relationship between creative directors of schools and their performance in attracting funds in the Lamerd city in the academic year 2013-2014. The study in term of aim was applied and in term of method was descriptive cross-section (non-experimental) - correlation. The study population included 110 subjects in 2013-2014 in the Lamerd city school principals who were selected by census the total population creativity standard questionnaire which its validity was confirmed by experts and its reliability using Cronbach's alpha was 0.84 respectively. The results showed there are significant relationship between financial performance and creative directors. So for financing schools as a factor in the country's vibrant economic problems, most attention is paid to the officials and planners.

Keywords: creativity, school administrators, attracts funding

Introduction

Issues such as education funding issues that the world is facing a serious crisis. The crisis on the one hand due to the growing demand for education and the other because of financial constraints in the public sector has emerged. We also have a separate set of global developments in recent decades, and financial crisis in the world of public education in our country is obvious. Considerable amount of References devoted to public education, the education process needs more resources and training associated with growth development and social justice, including due attention to the issue of financing education. Population growth increases demand for training and quality improvement with severe restrictions on public funding of the most important factors in the education imbalance between resources and expectations of society. Education's share of national income declined in the past four decades, and the education deficit in the last two decades as well as other examples of this imbalance is that the grievances of the quality and efficiency of education system and failure to respond to the demands of our society provides (Hashemi et al, 2012) and Renko (2007) argues linking creativity, new ideas and new knowledge.

Today is what known as the students' experiences, skills and information. But in the future, creative processes, knowledge and creativity are called to be measured by the use of knowledge. Have an innate talent and creativity, an important foundation for the creative community. Creativity enrich the culture and traditions change and evolve, to establish educational institutions to enhance human capital according to the values of society and its productive and innovative workforce leads to progress will be possible. (Hashemi, 2012). According to research studies, although much research has been done in the field of creativity, in the field of creativity and its impact on specific research resources are lacking. Since the establishment of formal education in the country was about a century ago. Over the long term, both was in size and expanded educational system. As a result of duties and responsibilities that are far more complex and difficult to manage the affairs of the province. The development and deployment of quantitative and qualitative transformation requires leadership and management in the education system is prominent. This Research aims at understanding the dimensions and elements of creativity that the performance of the directors, the financial resources is effectively pave the way for strengthening this dimension. Related to the topic of this study, other studies have also been carried out including;

Sarchehany and Jahani (2011) conducted a study to determine the effect of individual factors on individual creativity of secondary school principals conducted in Shiraz. The results of data analysis showed that individual factors on personality traits, cognitive styles, learning styles and knowledge of the factors affecting creativity. The analysis of the obtained data shows that secondary school principals are relatively minor city of creativity. Tafreshi et al (2011) study as factors in creativity and innovation from the perspective of academic librarians they did. The results showed that there are significant differences between individual and organizational factors effective innovation and impact of individual factors on creativity was at an average more 4.21. Among the individual factors, temperament, mental abilities, mental and intellectual librarian and motivational factors and organizational factors, organizational culture, leadership style, reward systems and facilities were the most important factors influencing innovation.

Tahmasevi and Tajor (2010) did research on the relationship between individual and organizational creativity of secondary school principals in the Ardabil city. The results of data analysis showed that individual and organizational factors that affect the creativity of individuals. Also, the individual factors, personality traits, cognitive styles and learning styles and knowledge of

organizational factors, leadership style, and organizational structure, reward systems in organizations, organizational climate and sources of creativity are significant relationship. Multivariate regression analysis showed that 99% of individual and organizational factors likely to predict the creativity of secondary school principals in Ardebil.

Sheikh Zadeh (2010) in research on methods of financing education from the perspective of parents and experts have attempted to identify factors that generate revenue for education, financial resources available in the community and to attract attention to the possibilities of permanent references and more get.

Mal Amiri (2010) did a review of factors influencing employee creativity research institutes of the country. The results showed that leadership style, reward systems, organization, organization structure of the atmosphere indirectly on employee creativity research institutions.

Ezzati and Naderi (2009) study the impact of financial mechanisms on the performance of university education departments suggest through financial mechanisms that can influence the behavior of the main pillars of university education departments are affected.

Ruskin (2012) subsequent research on creative officer made repeated that concluded high scores on creativity tests found that managers who, in their judgment, not by their resources and act independently. The expression, which are released advocators domination. Dornr (2012) study the behavior of the innovative work. The results showed that innovative work practices that impact of job performance as well as self-assessment, organizational support, move the leaders and staff, innovative self-efficacy. Makprson (2011), a study was conducted as a basis for performance excellence. His research concluded that it is necessary to encourage innovation in organizations and senior managers of the organization's long-term commitment with their employees.

Organizations must be innovative and flexible structure, low regulation, no detailed job descriptions, job autonomy and freedom, there is a lot of action. Granbr (2010), in a study on management control systems for creative staff indicated in addition to individual factors, environmental factors as well as knows factors affecting creativity. It also has a considerable role in stimulating new ideas in a word, all affect the creative process. Pandi and Sharma (2009) conducted research on organizational factors affecting employee creativity and concluded creativity is highly organized structure, leadership style and organizational reward system is affected. Decentralized structure, transformational leadership style, participation in activities, granting rewards to satisfy the needs of persons internally result, factors affect the creativity of subordinates. Shali and Gilson (2009), found that the risk factors that increase your creativity. Research shows that people usually tend to avoid risk and prefer the more specific the outcomes, so (for motivating individuals toward creativity, ensure that people feel safe to take risks and break the routine of doing things, encouraged, it is key. Woodman (2009), a study was conducted to determine the effect of rewarding creativity. The results showed that there is a positive relationship between creativity and meaningful reward system. As well as independence, confidence and uncertainty among the factors affecting creativity was known vulnerabilities.

The main hypothesis

- There is a relationship between the creative directors of schools and their performance in attracting funds in the Lamerd city.

Alternative Hypothesis

- 1- there are appears a significant correlations between the parameters of the school principals and practice content creativity in attracting funds in the Lamerd city.
- 2- there are appears a significant correlations between component of the creative process, school administrators and their performance in attracting funds in the Lamerd city.
- 3- It seems that there is a different between the performance of male and female managers in attracting financial resources.
- 4- It seems that there are significant differences between the performances of managers with different education levels in the absorption of funds.
- 5- It seems that there is significant difference between the performance of managers in the public and private financial resources.

Method

The aim of this study was to investigate the relationship between creative directors of schools and their performance in attracting funds in the Lamerd city in academic year 2013-2014. This study in term of purpose is applied and purpose of practical knowledge in the field of creativity effect Lamerd city school administrators and the study in term of the method and data collection is descriptive (non-experimental) - correlation. The study population included 110 Lamerd city school administrators in the school year 2013-2014, total population were selected by census method creativity standard questionnaire which its validity was confirmed by experts and its reliability using Cronbach's alpha 0.84 respectively.

The findings:

The main hypotheses: There is a relationship between the creative directors of schools and their performance in attracting funds in the Lamerd city.

Table 1: Pearson correlation coefficients between creative directors and their financial performance

Manager's Financial Performance		
0/747 ** 0/001 86	Pearson Significance level	Director's Creation

According to the Pearson correlation coefficient between schools and creative directors as the independent variable and performance management of financial resources as the dependent variable, which is equal to 0.74 represents a direct relationship between the two variables is strong. So given that the correlation coefficient with a significance level (0.001) provided significant at the alpha level 0.01, the hypothesis that there is a significant relationship between school administrators and their performance in attracting creative financing accepted.

The first sub-hypothesis: It looks like the following components: there are appear significant correlations between the parameters of the school principals and practice content creativity in attracting funds in the Lamerd city.

Table 2 : Pearson correlation coefficients between the content creation and financial performance management

Manager's Financial Performance	*Correlation is significant at the level 0.01. *Correlation is significant at the level 0.05.	
0/574 ** 0/001	Pearson Significance level	Component of creative content
0/323 * 0/014	Pearson Significance level	Motivation
0/183 0/046	Pearson Significance level	Challenge of Vulnerability
0/475 ** 0/001	Pearson Significance level	desire to succeed
0/388 ** 0/001	Pearson Significance level	Personality Traits
0/280 * 0/004	Pearson Significance level	Uncertainty factor
0/276 0/005	Pearson Significance level	Risk
0/478 ** 0/001	Pearson Significance level	Cognitive skills
0/092 0/201	Pearson Significance level	Intelligence
0/355 ** 0/001	Pearson Significance level	Knowledge and expertise

The relationship between the components of content creation and performance of school principals in attracting financial resources, the research hypothesis was confirmed by the results of Samkhanyan (2002), and is consistent with Moss and Dalnyng (2009), Sadeghi Mal Amiri (2010) and Shali, and Gibson (2004).

The second sub-hypothesis: there are appear significant correlations to be a component of the creative process, school administrators and their performance in attracting funds in the Lamerd city.

Table 3 : Pearson correlation coefficients between the creative process and financial performance management

Manager's Financial Performance	*Correlation is significant at the level 0.01. *Correlation is significant at the level 0.05	
0/867 ** 0/001	Pearson Significance level	The next component of the creative process
0/541 ** 0/001	Pearson Significance level	creativity in problem troubleshooting
0/529 ** 0/001	Pearson Significance level	of creativity in problem definition
0/592 ** 0/001	Pearson Significance level	Creativity in preparation
0/344 * 0/001	Pearson Significance level	creative in finding ideas
0/446 ** 0/001	Pearson Significance level	creative idea
0/435 * 0/001	Pearson Significance level	creative solutions
0/666 ** 0/001	Pearson Significance level	creative solutions

The relationship between the components of the creative process, school administrators and their performance in attracting financial resources, the research hypothesis was confirmed that the results is consistent with Samkhanyan (2002), Moss and Dalnyng (2009), Sadeghi Mal Amiri (2010) and Tahmasebi and Tajor (2010).

The third sub-hypothesis: It seems that there is a difference between male and female managers performance in attracting financial resources.

Table 4 independent samples of male and female managers in attracting financial resources

Significance level	Degrees of freedom	Statistic T	Standard deviation	Average	Number	Sex
0/653	84	0/452	2/035	7/659	47	Man
			2/011	7/461	39	Woman

According to Table t value obtained (0.452) with a significance level (0.653) the significance level alpha (0.05) was greater than that indicated no significant difference between the performance of male and female managers in attracting financial resources reserved. So you could say, between the two sexes, there was no significant difference in terms of performance in attracting funds. The review found no significant difference between the performance of male and female managers, and managers with different education levels to attract funds, a significant difference was observed. There was also a significant difference between the performance of managers in the public and private financial resources are not significant.

The fourth sub-hypothesis: It seems that there are significant differences between the performances of managers with different education levels, in the absorption of funds.

Table 5: ANOVA education and financial resources

Significance level	F statistics	Mean-square	Degrees of freedom	sum of squares	
0/316	1/169	4/729	2	9/458	Intergroup
		4/044	83	335/624	Intragroup
			85	345/081	Total

According to Table F-value obtained (1.169) with a significance level (0.316) showed no significant differences between the education level of managers and their performance in attracting financial resources.

Five sub-hypothesis: It seems that there are significant differences between the performance of managers in the public and private financial resources.

Table 6 : ANOVA, school administrators and public and private financial resources

Significance level	Value of t	Degrees of freedom	Standard deviation	Average revenue	Number	Type of school
0/103	1/651	84	2/024	7/400	70	State
			1/851	8/312	16	Private

According to the table t value obtained (1.651) with a significance level (0.103) the significance level alpha (0.05) was larger, suggesting an absence of difference between the performance of managers of private schools and public schools in attracting finance resources.

Conclusion:

As in the previous section as a result of the creativity of the research hypotheses stated there are significant relationship managers and financial performance. So for financing schools as a factor in the country's vibrant economic problems, most of all officials and planners are concerned. Creativity and innovation, growth and development, and usability features and provide new opportunities for activities and programs of each organization. Positive consequences for creativity and innovation, increase flexibility, improve the abilities and capabilities are. In a world that is rapidly changing, stagnation and lack of innovation for organizations will bring nothing but failure. So creativity is essential for any organization and organizations in this field, you need to create contexts. Among the factors that have the greatest impact can be creative abilities, personality traits, cognitive styles and learning styles noted the Intelligence Capabilities include three components (Torrance, 1998), knowledge (Amabil, 1998, Knly, 2001) and technical skills (Knly, 2001). Personality traits such as a strong impression of being creative (Linda, 1999), perseverance (Layer, 2001), the uncertainty factor (Amabil 1998) and risk (Layer, 2001), independence (Nelson & Quick, 1994), required success (Shali and Gilson, 2004) and confidence (Garnrd, 1993), other factors such as cognitive styles and learning styles (layer, 2001) noted. In this study, the influence of two factors: content and process innovation on financial performance, school administrators were reviewed and accepted.

Suggestions:

Commissioning training courses on creative thinking skills, creativity and learning strategies in teacher training and in-service training centers and to promote the spirit of innovation and risk taking, design of educational assessment based on creative problem solving and measuring creativity and awareness of the role of education as a key and key aspects of the material progress of the community. Discussion forums for people and experts in order to attract new financial resources according to local conditions and facilities private schools are run and the results and donations to help inform the development. And help to create an organization of wealthy individuals as an incentive to attract funds and awareness and positive attitude towards school provides growth financing. Due to the development of cooperation in education councils and regional development in close connection to the school parents and teachers and improve the role of the Board in guiding moral and material assistance to parents schools and teachers to improve the quality and quantity according to scientific guidelines given the importance of the school as well as in the creation and development of productive activities and services within and outside the school to make proper planning in order to absorb the effects the direct and indirect taxes from the commercial and service centers.

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