

# **Impact of creativity towards the performance of undergraduates of Rajarata University of Sri Lanka**

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## **Abstract**

The purpose of this study was to investigate the Impact of Creativity towards the Performance of the Undergraduates in Rajarata University of Sri Lanka. Creativity was considered as the independent variable and the performance of the undergraduates was considered as the dependent variable. Researcher used eight creative talents which includes in the model developed by Lynne C. Levesque as the independent variables. The sample size was 100 students from the Faculties of Management Studies and Social Sciences and Humanities including 4th year undergraduates. A questionnaire was used to collect the data from the undergraduates. The data was analyzed using Statistical Package for Social Sciences (SPSS) version 21.0. Mean Score and Standard Deviation were used for all the variables for univariate analysis and correlation coefficient was used for bivariate analysis. The hypotheses were tested using the Correlation and regression analysis. The results indicated that the Creativity and the performance of the Rajarata University undergraduates were in moderate level. The Creativity and the performance of the Rajarata University undergraduates have not been changed according to the gender, faculties, and District. The results of correlation analysis illustrated that the Creativity of undergraduates was positively and significantly correlated with the performance of the undergraduates. A weak positive and significant relationship was found between Navigator, Visionary creative talents and the performance of the undergraduates. A Strong positive and significant relationship was found between Adventure, Pilot, Inventor, Poet creative talents and the performance of the undergraduates. The Explorer and Harmonizer creative talents were not significantly correlated with the performance of the undergraduates.

***Keywords:*** Creativity, performance, undergraduates