

# **Impact of employee creativity on employee performance in insurance industry in Sri Lanka: Reference to North Central Province in Sri Lanka**

**H.M.S.S. Senarath and I.M.S. Weerasinghe**

*Department of Business Management, Faculty of Management Studies  
, Rajarata University of Sri Lanka, Mihintale  
Corresponding author: sasithasameera08@gmail.com*

## **Abstract**

Under rapid technological development and intense global competition employee creativity at work generates novel responses to employee performance. Although the impact of employee creativity on employee performance is a new and rapidly growing research field, there are few studies available in the Sri Lankan context. This study has focused on identifying the influence of employee creativity on employee performance in the insurance industry in Sri Lanka. Data were collected using Self-administrated questionnaire from 92 insurance industry employees from nine insurance companies in North-Central province in Sri Lanka by using a simple random sampling method. According to the theoretical framework, employee performance in the insurance industry was tested with independent variables, creative customer orientation, intense curiosity, creative self-efficacy and creative proactive personality. Data were analyzed using SPSS 20 version. Mean Score and standard deviation were used for all the variables for univariate analysis and correlation and coefficient were used for bivariate analysis. Hypotheses were tested using correlation analysis. The findings indicated that there is a positive significant relationship between relationships of creative customer orientation, intense curiosity, creative self-efficacy, creative proactive personality and employee performance in the insurance industry in Sri Lanka. The study further suggests the necessity of enhancing the creativity of employees as a driven tool to increase the performance of the insurance industry. Providing creative customer orientation training programs to employees, making good minds and attitudes on employees, increasing employee confidence, providing a better environment to express employees' ideas and motivating employees to discover new opportunities are the recommended activities that must be done to improve employee creativity.

**Keywords:** *Employee creativity, employee performance, Sri Lankan insurance industry*