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**REVIEW ARTICLE**

**THE IMPACT OF MOTIVATION, CREATIVITY AND REWARDS ON WORK RELATED  
CURIOSITY IN EDUCATION SECTOR OF PAKISTAN**

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**ABSTRACT**

This study investigates the relationship between motivation, creativity, rewards and work related curiosity. The sample of this study consisted of 99 educationist of Universities of Pakistan. A questionnaire was used to gather data regarding above mentioned variables and demographic characteristics of the respondents. A positive strong significant relationship was found between motivation, creativity, and rewards and work related curiosity.

**Key words:**

Creativity, Rewards and  
Work Related Curiosity

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**INTRODUCTION**

Curiosity can be a commanding encourager for the actions, instigate procedures aimed at to explore a person's atmosphere to determine doubt and get a solution out of it. Through curiosity, the basic instincts are enabled for the brilliant species to gain knowledge and also to gain knowledge concerning the fresh thing which an employee can master at. On the other hand curiosity does not progress automatically; it needs learning and interest to develop new ideas in the work area. Employees could be curious, but some significant data or assets can't be plenty to please that curiosity level. Curiosity is a character or personality trait or type including behavioral or action related tendencies related to learning, thinking, and knowledge sharing and also knowledge gaining these can be likely be of prior importance in the world of employment. However, there is no measure in the context of work related curiosity. Where there is curiosity there is experience linked or related to rewards for the employee (Berlyn, 1960, 1966; Loewenstein, 1994). Organizations For achieving competitive advantage, many researchers gave emphasis that by improving creativity and creative performance of the employees is a key step for the organizations (Amabile, 1988; Devanna and Tichy, 1990; Kanter, 1983; Shelly, 1995). When there is creativity found in an employee's performance, new and innovative products, ideas, process, can be beneficial for the organization's development (Amabile, 1988; Staw, 1990; Woodman, Sawyer, and Griffin, 1993). Through creativity, the implementation and initiation increases the organizations

capability to reply or respond towards the opportunities and therefore the organization can adopt, grow, and also compete in the market (Kanter, 1983, 1988; March and Simon, 1958; Van, 1986; Van de Ven and Angle, 1989). Curiosity and speculate are the mother of all know ledges (Dewey, 1910), and humankind's natural curiosity has been a major drive behind scientific discovery and the advancement of civilization (Gorlitz, 1987). Maslow (1970) declares that for acquiring knowledge curiosity plays a vital and positive role in it. Indeed, Berlyne (1963, 1978) and others (e.g., Freemantle, 1995; Gorlitz, 1987) stated that curiosity and the attainment of information has helped to increase the 20th century's dizzying collection of technical and industrial progress. So, an improved perceptive of curio may assist us stay put on the front of development and competitiveness in our ever changing globe. Previously, curiosity repeatedly carried a relatively pessimistic suggestion, particularly in daily talking (Berlyne, 1978; Day, 1982; Gross, 1975; Vidler, 1977; Voss and Keller, 1983). According to Dubin (2002), "Motivation is the compound of forces opening and keeps an individual at job in a business. Motivation is somewhat that put the human being into an act, and encourages him/her for doing or working good in his/her work". Motivation refers to the way a person is inspired at work to increase his/her need and eagerness to use his/her liveliness for accomplishment of the organization's aims. Motivation something that motivates and encourages a person into action and continues him/her in the course of stroke devotedly. Kreitner and Kinicki (2001) suggested motivation as a put forward that motivation describes "those psychosomatic procedures that effect the motivation, determination of charitable dealings that are goal oriented". According to McCormick and Tifflin (1979), rewards might be internal or external. Internal reward branch on or after reward which

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might inborn for occupation itself, a person get pleasure from as a result of productively finishing the job and achieving his or her aims and goals. Whereas extrinsic rewards that are exterior for the job, for e.g. Income, labor state, extreme profit, safety, endorsement, agreement for examination, job surroundings and circumstances of job. Like touchable reward is mostly known as executive rank, also it can be beyond power of the human being manager. internal rewards are that reward which could be determined as 'psychosomatic reward' plus example are chance for using one individual's ability, a logic of confronting plus attaining, getting admiration, optimistic respect, also getting treated in kind and thoughtful way. This learning derive its importance from its possible input on two main level: hypothetical and realistic. On the hypothetical level, current reading is predictable to overpass a gap in the text for experimental study focusing on worker's work related curiosity in education sectors, Rawalpindi. For the realistic assistance, this study is likely to give new solution plus facts on the effectiveness of segmentation technique for human resource management. This study will give useful information about the perception of factors contributing towards work related curiosity. After conducting this research, factors contributing towards work related curiosity at the education sectors in Rawalpindi will be determined and this information will be helpful for the achievement of the business or organization. Result of the study will be helpful to develop a comprehensive plan for further improvement in the organization.

#### Literature review

According to Dubin (2002), "Motivation is the compound of forces opening and keep a individual at job in a business. Motivation is somewhat that put the human being into an act, and encourages him/her for doing or working good in his/her work". Kreitner and Kinicki (2001) suggested motivation as a put forward that motivation describes "those psychosomatic procedures that effect the motivation, determination of charitable dealings that are goal oriented". A motivated person is aware of their exact aims and goals must be acquired in definite behavior; so he/she direct its attempt to accomplish such aims and goals (Nel *et al.*, 2001).thus if the task of supervisor are predicted to productively direct staff towards the organizational goals and plan of achieve its aims, then it is significant for them to teach and recognize those psychosomatic methods plus happenings to origin reason of the encouragement, route of target, willpower along with perseverance of unpaid dealings (Roberts, 2005). On getting to the kind and believe that employees are logically motivated, for enhanced and improved motivation for their employees the organization plays a vital role for providing them the environment (Baron, 1983). According Smith, the reason why manager motivate the employees is purposely for survival (Smith, 1994). Despite the fact workers always work up for reward for work done to keep them alive seems to have problem because, when workers are satisfy with their survival needs, they tend to fight for recognition and others. Motivating employees is indeed a very tough job for the managers (Bowen and Radhakrishna, 1991). For instance, study by Kovach proposes that as the staff's pay boost, cash turn into less of a motivator (Kovach, 1987). Adding up, as workers get older,

interesting work becomes more of a motivator. Goals and aims of the organization are unswervingly proportional to one's own goals of the persons. Robert (2005). Curiosity and speculate are the head of all knowledge's (Dewey, 1910), also mankind's innate curiosity is a key drive following methodical finding also development of society (Gorlitz, 1987). Maslow (1970) declares that for acquiring knowledge curiosity plays a vital and positive role in it. certainly, Berlyne (1963, 1978) plus the rest (e.g., Freemantle, 1995; Gorlitz, 1987) stated curiosity; attainment of information have help toward the increase of the twentieth century collection in technical plus industrial progress. Previously, curiosity repeatedly carried a relatively pessimistic suggestion, particularly in daily talking (Berlyne, 1978; Day, 1982; Gross, 1975; Vidler, 1977; Voss and Keller, 1983).Assessment for curiosity is be intensify by troubles through its description (Boyle, 1979; 1989; Fowler, 1965; Krietler and Krietler, 1994; Rossing and Long, 1981; Vidler, 1977). Most of the researcher submit curiosity the same as "sense requirement" (Scroth and Lund, 1994; Zuckerman, 1979); other favor curiosity as "investigative actions" (Voss and Keller, 1983), or "importance and concern" (Fink, 1994).

The need to attain information and in return to have and to attain the exploratory behavior and the acquisition of the knowledge (Berlyne, 1960, 1963). A good information on curiosity for learning and work performance can help the human resource managers and practitioners for the development of the organizational involvement, so for the ease to acquire the essential learning is necessary for the successful employee workplace adaption or for socialization as well. According to McCormick and Tifflin (1979), rewards might be internal or external. Internal reward branch on or after reward which might inborn for occupation itself, a person get pleasure from as a result of productively finishing the job and achieving his or her aims and goals. Whereas extrinsic rewards that are exterior for the job, for e.g. Income, labor state, extreme profit, safety, endorsement, agreement for examination, job surroundings and circumstances of job. Like touchable reward is mostly known as executive rank, also it can be beyond power of the human being manager. internal rewards are that reward which could be determined as 'psychosomatic reward' plus example are chance for using one individual's ability, a logic of confronting plus attaining, getting admiration, optimistic respect, also getting treated in kind and thoughtful way. A person who is intrinsically motivated, according to Ajila (1997) would commit towards his or her job to the point where the work or duty contains rewards for individuals for a specific task. Where as an individual is or would be dedicated to the amount that they may achieve extrinsic reward for their tasks, so they are extrinsically motivated individuals. Organizations For achieving competitive advantage, Many researchers gave emphasis that by improving creativity and creative performance of the employees is a key step for the organizations (amabile, 1988; Devanna and Tichy, 1990; Kanter, 1983; Shelly, 1995). When there is creativity found in an employees performance, new and innovative products, ideas, process,can be beneficial for the organization's development (Amabile, 1988; Staw, 1990; Woodman, Sawyer, and Griffin, 1993). Through creativity, the implementation and initiation increases the organizations capability to reply or respond towards the opportunities and therefore the

organization can adopt, grow, and also compete in the market (Kanter, 1983, 1988; March and Simon, 1958; Van, 1986; Van de Ven and Angle, 1989). Curiosity is frequently measured as the wish for achieving and gaining more knowledge and information, which, in turn, outcome within examining actions plus data gaining (Berlyne, 1960, 1963). Improved understanding for input of interest or curiosity for wisdom plus work may help human resource practitioners for developing managerial intervention, hence facilitate the vital knowledge needed for flourishing worker job place variation.

## RESEARCH METHODOLOGY

This study uses a descriptive survey design. The purpose of descriptive survey is to collect the factors contributing towards work related curiosity of education sector employees. Descriptive research design is a valid method for researching specific subject. The researcher have use quantitative research method, to conduct the study questionnaires was developed by using the five point Likert scale ranging from "very unsatisfied" (1) to "very satisfied" (5). The population for this study was employees of education sector (Rawalpindi). The sample size consisted of 100 employees of education sector Rawalpindi. Questionnaire was used as an instrument to collect data from the sample. The suitability for using questionnaire as a tool is due to the reality it will show the outcome necessary also is appropriate for the populace that is being surveyed. Moreover, Kent (1993) declared that the advantage of using questionnaire is that the order plus the applicability of question could be analyzed by the interviewer. The entire instrument which was selected was tested in terms of reliability and validity. This study measures the Relationship between work related curiosity level and human resource practices like motivation, creativity, and rewards. The Participants were 100 employees of education sector Rawalpindi. The researcher herself visited to those education sectors during the survey and collected the work related curiosity level of employees. The data collected in this research was both primary and secondary in nature. Secondary data was collected through generals, books, Internet and previous researches. Data observed are composed directly from first-hand experience. The researcher collected primary data through questionnaires. The data were entered by the researcher herself in the statistical software (SPSS) to ensure proper entry and confidentiality of data. The analysis was performed by the researcher herself. SPSS is a computer program used for statistical analysis. SPSS is among the most widely used program for statistical analysis in social sciences. It is used by market researcher, health researchers, survey companies, and government and education researchers. Data was collected from different sources such as; Company's website, Research articles, Books, Journals, Questionnaires, Personal visits. Advantage of personal visit was that an opportunity was given to see what is exactly happening in the organization as this was helpful in analyzing the data in a proper way. While on the visit to the organization the researcher observed the working environment, the researcher also observed the professionalism of the employees. The researcher when gave the questionnaires to the employee's she keenly observed their actions. About 100 questionnaires were floated and 99 were received back, the response rate was 99%. The questionnaire of motivation was adopted from (aspina

limited) and the reliability analysis is 0.761, the questionnaire for curiosity was adopted from (Mussel, *et al.*, 2012) and the reliability analysis is 0.81, the questionnaire for creativity was adopted from (Kumar and Holmen) and the reliability analysis is 0.96, questionnaire for reward was adopted from (Kumar and Holmen) and the reliability analysis is 0.89.

## DATA ANALYSIS, RESULTS AND DISCUSSION

Descriptive statistics shows that the responses for the variables of the study were normally distributed or not, as there were no outliers so it was normally distributed. Table illustrates the descriptive statistics (means and standard deviation) for all variables. The total number of the respondents were 100, it consist of 48 percent male and 52 percent female, 62.6 percent of the age was between 21-30, 89 percent was between 31-40, 97 percent was between 41-50 and 51 above age group had 98.5 percent. 39.4 percent of total year of experience with the organization was in 1-3 years, 42.4 percent of total year of experience with the organization was in 4-6 years, 45.5 percent of total year of experience with the organization was in 7-9 years, 46.4 percent of total year of experience with the organization was in 10-12 years, 50.1 percent of total year of experience with the organization was in 13-15 years, 60.2 percent of total year of experience with the organization was in 16-19 years while 94.4 percent of total year of experience with the organization was in 20 above years options. 25.8 percentage of total income with the organization was of 10k-20K, 69.1 percent of total income with the organization was of 21k-30k, 91.8 percent of total income with the organization was of 31k-40k while 99.0 percentage of total income with the organization was of 41 and above. The values for the Pearson correlation for the variable motivation and curiosity (dependent) are found to be 0.462.

**Table 1. Descriptive Statistic**

Demographics	Classification	Frequency	Percentage
Gender	1-Male	48	48.5
	2-Female	51	51.5
Total year of experience	1-2 yrs	38	38.4
	3-5 yrs	42	42.4
	5andabove	11	11.1
Age	20-30	62	62.6
	31-40	27	27.3
	40and above	7	7.1
Income	10000-20000	25	25.3
	21000-30000	42	42.4
	31000-40000	22	22.2
	41 and Above	7	7.1

N=99

**Table 2. Correlations**

Variable	Mean	Std.	MT	CR	RW	CU
MT	5.1515	1.19833	1			
CR	9.0168	1.83897	.473**	1		
RW	5.6919	1.32038	.401**	.446**	1	
CU	8.1414	1.34863	.462**	.477**	.463**	1

\*\* Correlation is important at the 0.01 level (2-tailed). Dependent variable= work curiosity, Independent variable= Motivation, Creativity, Reward.

Table 3. Regression Analysis

Model summary	R	R Square	Adjusted R Square	F	Sign	t
1	.591 <sup>a</sup>	.349	.328	16.969	000 <sup>a</sup>	5.571

N=99, Dependent Variable= Work Curiosity, Independent Variable= Motivation, Creativity, Reward.

The values for the Pearson correlation for the variable creativity and curiosity are found to be .477, simultaneously the values for the variables reward and curiosity found to be .463, these three values show strong positive significant relationship between independent and dependent variables. In the above table, value of  $R^2$  is .349 which is significant value but it is showing average fitness of the model. It means that this model is average fit for predicting the 35% changes in the work related curiosity level are caused due to changes in the independent variables. It shows that there is a moderate positive relationship between independent variables (motivation, rewards, and creativity) and work curiosity. Regression results are showing that work curiosity is influenced by the Independent variables (motivation, rewards, and creativity).

### Conclusion

The study mainly focused on the importance of work related curiosity in working areas like education sector. Findings emerge from this study shows that work related curiosity have a strong and statistically significant impact on growth in Pakistan. This study is carried out to measure the Impact of human resource practices such as motivation, creativity, and reward on work curiosity. Attempt is made to find out the importance of each factor towards level of work curiosity. From the above research and analysis it can be concluded that the work curiosity is influenced by three variables. This study emphasized on the factor which contributed to affect work curiosity the essential purpose of this learning was to create the impact of the selected variables, motivation, creativity, and rewards on work curiosity. A literature survey was made to form the academic building for the reading. The foundation for the study was basically to see whether the independent variables have an effect on curiosity or not. This study is carried out to measure the factors contributing towards work related curiosity Attempt is made to find out the importance of each factor towards level of curiosity. From the results it can be concluded that motivation, creativity, and rewards have positive and significant impact on curiosity.

### Limitation and future research directions

This study was conducted in Rawalpindi; there was limited time to conduct this study, financial and time constraints, conducted in limited area. Opportunity for upcoming study has emerged as a end result of this study.

Further research is needed to observe the relationship among work related curiosity and motivation, creativity, rewards, no mediating and moderating variable is used. Researcher can use mediating and moderating variable. For upcoming research the following suggestions must be measured: It is recommended that for upcoming research a balanced stratified random sample to be used. The research is required to additional examine the possible relations plus affect these variables and other unrelated variables have on curiosity.

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