

Creativity from Stressors Perspectives in the Private Sector Universities of Khyber Pakhtunkhwa, Pakistan

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Abstract

In current environment stressors during job is important and expensive issue for numerous organizations. While, on the other side, employees are measured the greatest and an appropriate wealth for an organization. One of the greatest imperative tasks for every organization is that how to maximize creativity level of staffs toward stressors. The purpose of this study work is to analyze creativity from stressors perspectives in the private sector universities of Khyber Pakhtunkhwa, Pakistan. The current research implemented the deductive approach and quantitative method, falling in the positivism philosophy to assess and develop the hypothesized connection on the basis of current literature and theories. This research nominated 338 participants from several private higher education institutions of Khyber Pakhtunkhwa, Pakistan using the stratified sampling techniques and Krejcie & Morgan (1970) formula. Data for this study were collected from Lecturers, Assistant Professors, Associate Professors and Professors. Data were analyzed through Exploratory Factor analysis (EFA) and confirmatory factor analysis (CFA). Result of the study reveals that stressors such as role conflict and role ambiguity have significant negative relationship on creativity. This study carries both theoretical and practical contributions. Hence, higher education institution would need to design a suitable policy for the retaining of their creative staffs.

Keywords: stressors, role conflict, role ambiguity, creativity, private universities.

Introduction

In today's dynamic and globalized workplace, the demands from the employees have increased. Employee need to put in their best efforts to perform as per the expectations of the employer (Khalil et al., 2020; Nelms, 2019). Employees undergo through a lot of stress to be the best performers (Zahra et al., 2020). Job stress sometimes results in extracting good or bad performance from the employees (Khalil et al., 2020). The terminology of stress derived from the Latin word "Stringer" which means physical deprivation, suffering pain and physical or psychological pressure (Selye, 1982). Selye (1982), was the first person who used the term Stress in 19th century which meaning of pressure and to apply force. Furthermore, researchers demonstrated that stress has many forms but for

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human job stress is important form of stress (Mahfood, Pollock & Longmire, 2013). Situation in which peoples cannot adjust their resources, abilities and demand with the requirement of job leads to job stress (Harrisons, 2005; Zahra et a., 2018; Muhammad et al., 2021).

An extensive and numerous varieties of factors during job may make stress for employees. Role conflict and role ambiguity are main aspects of stress that are still present in job related studies (Savas & Toprak, 2013). According to Ahmed et al., (2018), role ambiguity shows lack of information required by a person for accomplishment of his/her role in organization like polices and rules of the organization, limits of authority and responsibility, information, and method of performance evaluation. Moreover, Role ambiguity refers to a situation in which individuals not clearly know what will be done and they may also confuse of work (Verbeke et al., 2011). According to Wu (2011), role conflict is a situation in which an individual's perform multiple roles simultaneously and they conflict each other's. Moreover, situation in which individuals perform many tasks and they have no desire for performing it leads to role conflict (Ahmad, 2018; Khalil et al., 2020). Furthermore, conflict is a common feature of group where employees maintain their interest, advocate their contribution to group, challenging expertise of others, compete in group discussion or allocate resource in self-serving ways (Pai & Bendersky, 2020).

Robbins et al., (2000), postulated that creativity is the important variable of the organization behavior and human resource research. Similarly, creativity is an important variable of organization behavior and is related to novelty and problem solving (Pulakos et al., 2000). In the literature, creativity has several explanations but greatest recognized explanation is the generation of ideas that provided value to organization product and services (Oldham & Cummings, 1996). In addition, researcher further stated that the production of novels ideas or solution leads to creativity (Amabile et al., 2005, Syed et al., 2021; Zhou & Su, 2021).

Research Gap

In the various countries of the world various research study were conducted in various sectors in order to explore creativity from stressors perspective. Research gap is still present here in the shape of methodology of a study, way of sampling procedure and variances in the finding of the numerous researches. Additionally, majority of researchers in the past research have tested and performed the procedure of non-probability sampling while, this research work has performed generally the procedure of probability sampling while, particularly stratified sampling method.

Hence, from the extent literature, we acknowledge that there are number of studies creativities is related with stressors such as role conflict and role ambiguity in everyday life (Hu et al., 2017; Usman & Xiao, 2017; Antwi, 2019; Martiez-Diaz et al., 2020). Additionally, to the best of researcher's effort very few studies have tested the association of creativity wit stressors in the education sector for instance, Usman and Xiao, (2017) have tested in the manufacturing sector organization whereas Chien et al., (2021) have tested in hospitals Yan et al., (2021) in hotel industry while, Xie and Jiang, (2022) among teacher and students. Furthermore, Pakistani specially, Khyber Pakhtunkhwa, culture and work condition is different from developed countries, therefore it is necessary to explain creativity from stressors perspectives in the context of Pakistan generally and Khyber Pakhtunkhwa, particularly.

Finally, the majority theories in organization behavior field are developed and tested in western countries while, testing of these theories in eastern country and culture particularly Khyber Pakhtunkhwa, Pakistan is very significant and important to comprehend the significance, validity and applicability of the study.

Review of Literature

Stressors

The terminology of stress derived from the Latin word "Stringer" which means physical deprivation, suffering pain and physical or psychological pressure. The concept of stress has been known from the centuries but recently it began to handle scientifically. Selye (1982) was the first person who used the term Stress in 19th century which meaning of pressure and to apply force. Stress is a body reaction towards work environment which seems emotionally and physically threatening (Jamal, 2007). Later on, different researchers work on the harmful result of stress (Muse, et al., 2003).

Different theories founded the relationship between stressors and creativity. The negative linear theory postulates that stressors always decrease the creativity of an individual. Organization and employees considered it dysfunctional and barriers in achieving objective and goals of an organization. Individuals keep busy themselves in undesired activities and waste his/her time for adopting stress (Sullivan & Bhagat, 1992). Hence for achieving and maintaining organization goals organization needs to avoid stress. Additionally, positive linear theory describes opposite relationship as compared to negative theory. Positive linear theory shows that at low level of stress people does not face any stimulating situation as a result low level of creativity. Hence when stress

is increasing the level of creativity will be increased similarly, at high level of stress creativity will be at peak.

In contrast, the U-Shape theory postulates that because of different situation individual creativity effect stress positively such as eustress is at maximum. Hence researcher can say that the combination of positive and negative theories leads to U-theory and stress maximization is required to some extent for better creativity while, the maximization of stress from some amount hinder individual creativity. Hence for providing the better result stress is required to individual and can be named as functional stress (Selye, 1982). Moreover, another stress model is relying on the knowledge of emotional agreement and can be known by no relation model of stress. Individuals are demonstrated like a normal individual and are related to creativity as they are compensated to creativity (Jamal, 2007). Additionally, scholar suggested that people avoid stressors effect and are not taking stressors to capture their creativity as human work creatively and may easily avoid stressors effect.

Role Conflict

According to Schmidt et al., (2014), a psychological contract where employees of organization are not able to perform every expected role at same time leads to role conflict. Moreover, circumstances in which employees are facing two or more burden and difficulties in experience at the same time in employee's character as labors known as role conflict (Bakar, 2015). Additionally, researcher stated that role conflict happened when an individual's perform different role with conflicting demand (Yasa, 2017).

Role Ambiguity

According to Classical Role Theory of Kahn, et al., (1964), the deficiency of evidence offered to complete one's tasks successfully leads to role ambiguity. Role ambiguity is the needle of uncertainty of people with unclear state (Fried et al., 1998). In addition, role ambiguity in job happens when people have no clear knowledge about what to expect on the job (Luthans & Fred, 2006). Finally, the degree to how ambiguity one's person expectancy is role ambiguity (Cicero, et al., 2015).

Creativity

According to Sadeghi and Ofoghi (2011), an individual character having ability to take risk and promote complete ideas and make easy task in a complex situation leads to creativity. Moreover, researcher suggested that creativity refers to individuals' ability of combining ideas exclusively

or to generate a sympathy among ideas (Doshmanziari, 2018). Furthermore, the ability to carry old qualities in old way, meaning and thoughts or meanings, coming up with latest way of association known as creativity (Alhajri, 2018). Additionally, Syed et al., (2021) suggested that creativity is essential for the survival, innovation and development of an organization.

Role Conflict and Creativity

Lenaghan and Sengupta (2007), argued that the ability of role conflict which have negative effect may enhance creativity, due to this suggestion of role conflict, an individual will first promise of multiple roles, for example, the response to role demands (work family conflict) which induce creativity. Hu et al., (2017) conducted study regarding conflict and creativity in China while, used survey method for data collection and their result suggested that role conflict and creativity are negatively related with each other's. Moreover, Maden-Eyiusta (2019), conducted study in Turkey regarding role conflict and creativity while result of the study suggested that role conflict has negative consequence on creativity. Furthermore, research of Antwi (2019), also support the negative relationship of creativity and role conflict. On other hand, study conducted in hotel industry of Taiwan also suggested the negative consequence of role conflict on creativity (Khalil et al., 2020; Chien et al., 2021).

Additionally, other study was conducted in China regarding students' conflict and creativity and collected data from students and theirs results documented that students' conflict have significantly negative effect on creativity (Xie & Jiang, 2022). Additionally, another study also reveals that role conflict is negatively related to creativity (Imam et al., 2022). Moreover, study reveals that creative behavior of individual minimize effect of conflict in organization (Han et al., 2022). Finally, Adamovic (2022), conducted study regarding conflict to explore employee's creativity while collected data from 428 employees working in the diverse German institutes and his study reveals that role conflict have positive and indirect connection to the creativity along through colleagues when staffs minimize a modest conflict administration style.

Role Ambiguity and Creativity

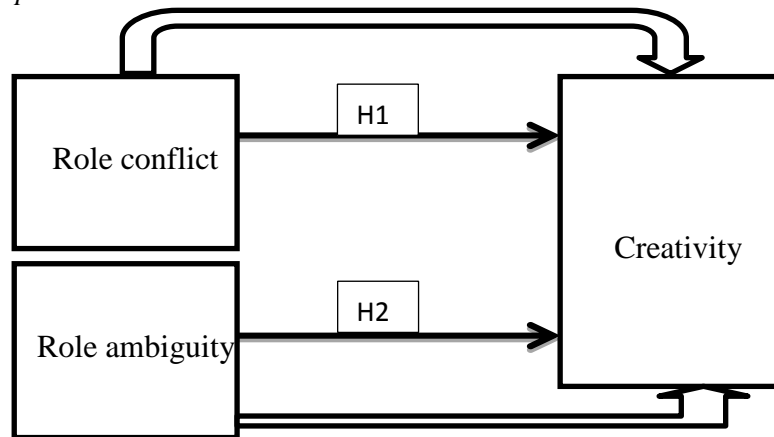
Usman and Xiao (2017), conducted research regarding role ambiguity effect on creativity in manufacturing sector of Pakistan. Their results describe that role ambiguity is negatively related with creativity. Furthermore, another study was conducted regarding ambiguity and

creativity in USA while, data were collected from Universities and Schools and their results reveal that role ambiguity are negatively related with creativity (Robinson et al., 2019). Additionally, another study postulated that role ambiguity reduces creativity of individuals and have negative consequence on creativity (Clercq, 2019). In contrast other studies also supported that role ambiguity is negatively related to the creativity (Maden-Eyiusta, 2019). Moreover, study conducted in the hotel industry of Taiwan also suggested the negative consequence of role ambiguity on creativity (Chien et al., 2021). However, study found the positive consequence of role ambiguity and creativity and suggested that role ambiguity at high level may help organization employees to form different understanding and to adopt job role as per their abilities (Martinez-Diaz et al., 2020). Another study reveals that higher education institutions need to develop appropriate strategies to retain and enhance creative employees in the organization (Muhammad et al., 2021). Hence, with the development of research regarding role ambiguity and creativity majority supporting evidences have been gained for the negative result of role ambiguity (Yan et al., 2021).

H1: Role conflict has negative effect on creativity.

H2: Role ambiguity has negative effect on creativity.

Conceptual Framework



Conceptual Model

Methodology

The target population of this study include faculty members serving in private sector universities of Pakistan. Universities are geographically located in four provinces and two federally administered units. The four provinces are Punjab, Sindh, Khyber Pakhtunkhwa, Baluchistan, and two federally administered units are Gilgit-Baltistan and Azad Jammu & Kashmir. Additionally, data were carried out in the Private sector Universities of Khyber Pakhtunkhwa, Pakistan forming the population of the study. These universities are Northern University, Nowshera, Gandhara University, Peshawar, Abasyn University, Peshawar, Qurtaba University of Science and Information Technology, Peshawar, Iqra National University, Peshawar, Sarhad University of Science & Information Technology, Peshawar, City University of Science & Information Technology, Peshawar and CECOS University of Information Technology & Emerging Sciences, Peshawar. Among the faculty members i.e., Lecturers, Assistant Professors, Associate Professors and Professors of the selected Universities questionnaires were distributed and data were collected using stratified sampling technique. The proportionate sampling technique was performed in order to get sample from the whole population in the primary stage. Additionally, in another stage the Probability sampling technique was also performed in order to obtain sample from the university's staffs. Furthermore, researcher used adopted and structure questionnaire of stressors such as role ambiguity and role conflict for data collection developed by Rizzo et al., (1970) while, creativity data was collected from the questionnaire developed by Lee and Choi (2003).

Finally, the whole population consist on 2717 faculty members and researcher divided it into two strata such as male and female while, data were collected from 338 academic staffs of the private sector universities of Khyber Pakhtunkhwa, Pakistan by using Kregcie & Morgan table (1970). Furthermore, five Likert scale was performed i.e., from strongly agree to strongly disagree, comprises of 19 queries to explore creativity from stressors perspective. There are three section of the questionnaire, section "A" contains on demographic data of the participants, section "B" contains queries abouts stressors like role conflict and role ambiguity while, section "C" consists on questions about creativity. After data collection the analysis were performed using reliability analysis, exploratory factory analysis (EFA) and confirmatory factory analysis (CFA). For data analysis the scholar used the software of SPSS 26 and AMOS-24.

Analysis

For exploring data in SPSS-26 exploratory factor analysis (EFA) has been directed and were followed through confirmatory factor analysis (CFA) and structural equation modeling (SEM) through AMOS-24. Finally, a series of comparison were processed to test the connection between the dependent variable such as creativity and the independent variable such as stressors. For evaluation creativity from stressors perspective two step-based approach was implemented suggested by (Anderson & Gerbing,1988). For discriminant and convergent CFA, validators evaluation was proceeded. For ensuring items measurement convergent validity was tested which are associated with each other's. Similarly, discriminant validity was used to check the confirmation of measures which are not related in constructs with each other (Hair et al., 2009). Additionally, SEM was used to check the χ^2 value, non-normed fit index (NNFI or TLI), goodness of fit (GFI), the root mean squared error of approximation (RMSEA) and comparative fit index (CFI) (Hair et al., 2010). Finally, for hypotheses judgment structural path was proceeded (Hair et al., 2010).

Exploratory Factor Analysis

Through method of varimax rotation and principal components exploratory factor analysis were proceeded. Kaiser-Meyer-Olkin (KMO) resulted value that asses sampling adequacy is (0.943) while, Bartlett's test of Sphericity significance resulted value is (.000) which describes that the underlying items are significantly appropriate for factor analysis running. There are three variables in exploratory factor analysis, one dependent variable is creativity while, two independent variables are stressors. The results as shown in table 1 suggest that all the three factors are loading on their respective construct, resulting into a clear structure. All the communalities are above than 0.3 as recommended by Hair et al. (2018). Similarly, the total explanation power (i.e., total variance explains) of all the three factors are 73.5% which is above than 50%. Lastly, the eigenvalues of all the three factors are above 1. The results of reliability analysis describe that Cronbach alpha value for stressors and creativity is higher from 0.70 which explain that the internal consistency scales are significantly verified.

Table 1
EFA Analysis

Items				Communalities
	1	2	3	

Creativity from Stressors Perspectives in the Private Sector				Khalil, Altaf
RA1		.832		.797
RA2		.835		.821
RA3		.832		.777
RA4		.808		.768
RA5		.796		.766
RA6		.730		.560
RC1	.703			.692
RC2	.787			.769
RC3	.815			.787
RC4	.772			.688
RC5	.635			.405
RC6	.634			.425
RC7	.803			.775
RC8	.765			.732
Creativity1		.816		.843
Creativity2		.811		.821
Creativity3		.847		.824
Creativity4		.833		.857
Creativity5		.856		.859
Eigenvalue	9.962	2.342	1.664	
% of Variance	52.431	64.755	73.514	
Cronbach's Alpha	.917	.930	.952	

Common Method Bias (CMB)

Cross-sectional data has been collected by means of single instrument in this study, so against the responses common method bias (CMB), could be presented suggested by (Podsakoff et al., 2012). Multipronged approach has been employed in this study for the purpose to assess the important threats of CMB. Researcher designed instrument in such way that may able significantly to minimize the CMB at respondents-level. So, to respond the survey for securing the attention of participants reverse item have used. Moreover, in this model Harman's single-factor test was processed for the purpose to evaluate the theoretical variables. Hence, as a single factor any CMB problem has not revealed in this process which may be described with respect to total variance as 41.94% which is less than significantly the high range of 50% suggested by (Podsakoff et al., 2012).

Table 2

Harman's Single-Factor Test

Component	Initial Eigenvalues			Extraction Loadings	Sums of Squared	Cumulative %
	Total	% of Variance	Cumulative %			
1	9.962	41.944	41.944	9.962	41.944	41.944
2	2.342	12.324	54.268			
3	1.664	8.760	63.028			
4	.832	4.378	67.406			
5	.575	3.029	70.435			
-	-	-	-			
-	-	-	-			
15	.199	1.046	96.994			
16	.172	.905	97.899			
17	.166	.871	98.770			
18	.143	.754	99.524			
19	.090	.476	100.000			

Extraction Method: Principal Component Analysis.

Measurement Model

For the constructs, measurement model was evaluated in this study through consistency and reliability test. However, before checking the measurement model, the legitimacy and consistency of goodness of fit (GoF) indices were checked. Initial GoF indices were not in the recommended threshold value. Therefore, model modification was done. During model modification, RC5 and RC6 from model were deleted because of low factor loading (i.e., RC5 = .481, RC6 = .549) than the threshold value of .70 suggested by Hair et al. (2018) and creativity2 was deleted because of high modification indices attached with the error term of this item. After modification, the model was rerun and resulted into good GoF indices values as given in the following table 3.

Table 3
GoF indices

Measure	Estimate	Threshold	Interpretation
CMIN	184.459	--	--
DF	101.000	--	--

CMIN/DF	1.826	Between 1 and 3	Excellent
CFI	0.983	>0.95	Excellent
SRMR	0.035	<0.08	Excellent
RMSEA	0.050	<0.06	Excellent
PClose	0.513	>0.05	Excellent

Below table 4 explain combined reliability, factors loading and normal variance removed. The value of wholly factor loading has seen in series of 0.65- 0.92, so it is above than 60% of threshold limit (Carmines & Zeller, 1979). Average variance extracted value observed above than the cut-off 50% and is between 69% and 81% (Fornell & Larcker, 1981). Similarly, 0.93 to 0.94, is the range of composite reliability (CR) resulted values which is above than 0.70 of standardized threshold. So good convergent validity was found in the processed model. Moreover, pair wise relationship and square root of AVE was evaluated for showing discriminant validity (Fornell & Larcker, 1981) suggested value. Additionally, MacKenzie and Podsakoff (2012), suggested high correlation value of 0.57 by <0.71 among variables. Furthermore, square roots of AVE seen higher than the associated relationship. Moreover, connection of off-diagonal values to the square root of AVE in diagonal position is represented in Table 5. Finally, for evaluating the discriminant validity through latest recommendations heterotrait-monotrait (HTMT) is implemented (Henseler et al., 2015). Moreover, HTMT value has seen significantly lower than suggested value of 0.85, so discriminant validity has repeated in the (Table 6). However, goodness of fit by chi-square (χ^2), percentage of variance 41.94%. was also confirmed in this model.

Table 4
Reliabilities and Factor loadings

No.	Constructs	CR	AVE	Loadings Range
1	Role Ambiguity	0.932	0.696	.651-.890
2	Role Conflict	0.939	0.721	.809-.879
3	Creativity	0.945	0.811	.878-.916

Table above explain Reliabilities result and factor loading values. For each variable reliability values seen above than 0.70 which demonstrate acceptable level of internal consistency in the model for each scale. In

contrast for each factor, factor loadings range in model explain results in rang of .651 as minimum and .916 as maximum that explained that in research instrument acceptance of items being employed and explained its validity.

Table 5
Correlation and square root of AVE

	Role_Con	Role_Amb	Creativity
Role_Con	0.849		
Role_Amb	0.573***	0.834	
Creativity	-0.644***	-0.623***	0.901

Table 6
HTMT Analysis

	Role_Con	Role_Amb	Creativity
Role_Con			
Role_Amb	0.566		
Creativity	0.650	0.624	

The values of table 5 above (0.894, 0.834 and 0.901) describe that there is significant relationship among creativity and stressors.

Table 7
Hypothesis testing results

Hypotheses and paths	Estimates	S. E	CR	Sig.	Results
H1 Creativity <--- Role Conflict	-.427	.064	-7.616	***	Supported
H2 Creativity <--- Role Ambiguity	-.378	.055	-6.892	***	Supported

Above table 7 explain hypothesis testing. The value of hypothesis 1 is (-.427) which explains that the connection between role conflict and creativity is significantly negative. Hence hypothesis 1 is supported. Additionally, the value of hypothesis 2 (-.378) explains that role ambiguity

and creativity are negatively related with each other. Hence hypothesis 2 is also supported.

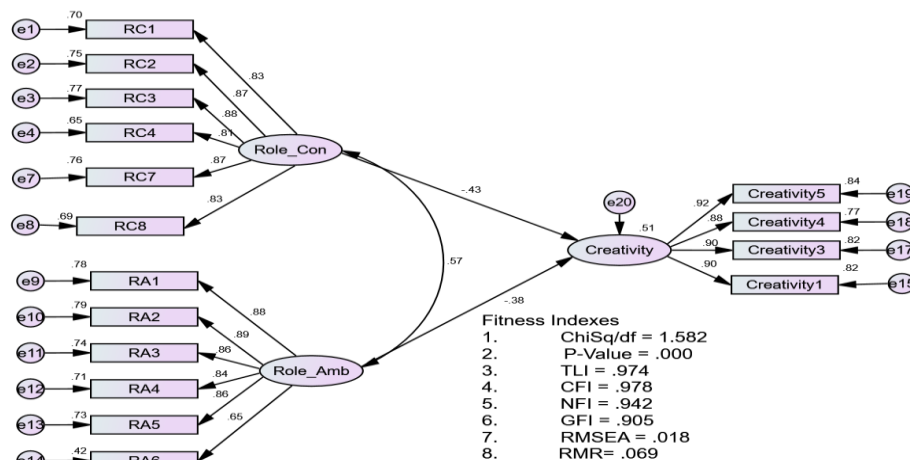


Figure 1 Structural Model

Discussions

Purpose of this research work is to explore creativity from stressors perspective among the teaching staffs of the private sector Universities of Khyber Pakhtunkhwa, Pakistan. Additionally, analytical outcomes of hypothesis no 1 indicates that role conflict is directly and negatively related to the creativity in the private sector Universities of Khyber Pakhtunkhwa, Pakistan. This finding is similar with observation of Kahn et al., (1964) and Hu et al., (2017), who conclude that there is significant negative relationship of role conflict and creativity. Furthermore, current research result also similar with the results of Maden-Eyiusta (2019), which mentioned that role conflict has perceived to be negative influence on creativity. furthermore, the results of Xie and Jiang (2022), also supported this study which noted that there is negative association of role conflict and creativity while, they also stated that creative employees are tend to solve problems and they can achieve organization goals.

The results of hypothesis no 2 explain that role ambiguity is straightly and negatively related to the creativity in the private sector Universities of Khyber Pakhtunkhwa, Pakistan. So, finding of current study directly connected with the study of Robinson et al., (2019), who demonstrated that role ambiguity negatively related to creativity. Similarly, Clercq (2019) and Chien et al., (2021), results also similar with

this study and viewed that the ability of individuals having creative ideas are able to minimize the negative effect of role ambiguity and will leads toward creativity. Additionally, study of Yan et al., (2021), also found that creative achievement is correlated with each other's and depression are slightly, but significantly. Moreover, this study also supports the negative linear theory which postulates that stressors always decrease the creativity of an individual. Organization and employees considered it dysfunctional and barriers in achieving objective and goals of an organization. Individuals keep busy themselves in undesired activities and waste his/her time for adopting stress (Sullivan & Bhagat, 1992).

Conclusion

Creative staffs are measured the greatest significant and valuable wealth of an institute. Purpose of this research work is to analyze creativity from stressors perspective in the private sector Universities Khyber Pakhtunkhwa, Pakistan. This study concludes that here is significantly negative connection between stressors such as role conflict and role ambiguity with creativity. Additionally, conclusion of the study also contributes that stressor like role conflict and role ambiguity are real challenge in private sector Universities of Khyber Pakhtunkhwa, Pakistan. Additionally, it also important for an organization to monitor work environment regarding stressors related purpose to reduce the negative consequence of role conflict and role conflict toward creativity in order to retain creative and most valuable intellectual employees for organization. Moreover, there are various consequences of role conflict and role ambiguity in form of creativity, low productivity or low performance, maximum absenteeism, drug addiction and tension.

Furthermore, administration would need to give acceptable assistance and provision to minimize effect of stressors on staffs. Correspondingly, an appropriate training and counseling is also essential for the individual development and gratification of the staffs for the purpose to maintain in organization. Hence, employed situation would be elastic and staffs would be maintained expressively, employees would be need to understand fully regarding the tasks and establishments of their work. Creative supervisor needs to inspire their assistants during their job. For future research studies this research may be used by the scholars who are concerned in the variable that consequence creativity of employees. Current research is only limited to the private universities of Khyber Pakhtunkhwa, Pakistan. Upcoming scholars are directed to comprise, public universities, schools and additional different organizations. The

researchers are also advised to include other variables like mediating and moderating in the future studies.

Managerial Implications

The finding of the study has some important implications for managers. First the manager can get his team to become more creative by adding value to the product and services of the firm by subsidizing the stressors that is role ambiguity and role conflict. More specially, a manager needs to create an environment where the role, responsibilities, authorities and the time aspects of job are explicitly articulated and understood. Similarly, manager should clearly define the demarcations of different role to avoid any conflict arising from performing different roles. Thus, those managers who excel and explicitly communicating and making them understand the subtle demarcations among different role as well as clearing doubts regarding responsibilities, authorities and time aspects of a role/job would influence and capitalize on their terms' intellect and creativity by adding value to the product and services of the firm which would ultimately rise the bottom-line of the firm as well as improve the quality of life of the community by receiving quality products at affordable rates.

Limitations of the Research

This research work is limited to the private sector Universities of Khyber Pakhtunkhwa, Pakistan. Additionally, current study is correctional in nature because this research data collection is limited to single time period. Moreover, the language of the questionnaire was difficult to the participants hence, it may affect on participant response. Finally, this research is limited to participants job stressors and its effect on creativity.

Future Work

The purpose of this research work is to examine Creativity from stressors perspectives in the private sector Universities of Khyber Pakhtunkhwa, Pakistan so same research may be conducted on the private Higher Education institutions of the other provinces of Pakistan. Additionally, the more dimensions of stressors may be taken for exploring the relationship of stressors and creativity. Similarly, with advanced multivariate analysis interviews and more qualitative nature of research and mix methods of data collection may be carried out for the purpose to understand the relationship bitterly. Finally, the same research may be carried out to increase the number of respondents by mentioning the both i.e., public and the private Universities of Khyber Pakhtunkhwa, Pakistan.

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