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The Impact Of Intellectual Capital On Organizational Creativity In Jordanian Health Organizations

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Abstract:The study here was concerned with identifying the intellectual capital and its role in achieving organizational creativity in Jordanian health organizations, as well as verifying the existence of that relationship with that moral link And its moral effect on it, and intellectual capital is linked here with those three elements (human, structural, customers) as well as organizational creativity is divided into three levels (individual, group, organization) and the relative importance of intellectual capital variables becomes evident here in terms of that effect on organizational creativity in those organizations. Jordanian

Key words: intellectual capital, organizational creativity, health organizations.

1. INTRODUCTION:

Creativity increases in all organizations, regardless of the nature of them in their work and activities, so creativity here is needed by all those organizations, whether they are (healthy - industrial - commercial - service) and the best organizations are those that possess this creativity and thus the best of managers, and leaders in these work They are the ones who can provide the appropriate environment to help the members of those organizations to fully use their creative talents in this way, and in order for that product to be creative, it must have that remarkable and clear value, noting that this creative process here requires the presence of those capabilities necessary for innovation, whatever those capabilities are. Innovation at that level of available knowledge or skill must also be supported here by work in that enabling environment that encourages creativity and innovation.

The first topic: the theoretical framework of the research study the theoretical aspect of this topic is addressed to the two variables of the research, as follows: First: The concept of intellectual capital and its components.

1- The concept of intellectual capital Many organizations have realized this important fact, and they may return that real value to them because of the things they are based on that may have more importance than that of their material capital, which is called our day with intellectual capital, which is represented in the creativity of workers, their knowledge and that skill of the employees, And that culture in the organization, and those organizational processes in it, whether from (patents, and its relations with customers). That scope of the concept of intellectual capital has expanded at that level from those developed countries, chiefly Japan, to extend here and include all these technical, moral, cultural and mental capabilities. Both those capabilities are available to organizations that work at that societal level as a whole, (Al-Anza, 2001,112), and it

must be made clear here that at the present time it has become the intellectual capital that we can clearly see in the financial, educational, advisory and health organizations.

2- Elements of intellectual capital Writers and researchers here disagreed about the number of those elements of intellectual capital, as there are those who defined them with four elements, while there are others who defined them in more than that. For (Miller, 1998), the elements of intellectual capital for him are those (industry for capital Intellectual, preservation of intellectual capital, activation of intellectual capital, and concern for customers), while Dziekanski (1999) considers it (the industry of intellectual capital, patents, imitation of companies, and concern for customers.)

Second: the concept of innovation organizers and the factors affecting it:

1- The concept of organizational creativity here expresses that basic tool for the growth and survival of these contemporary organizations and increasing their ability here to adapt to these changing environmental conditions. Creativity refers to that new thing that is presented for the first time, provided that the presented thing is new and has not been addressed and reached by anyone before. Or someone previously introduced and used it, and the concepts of creativity and invention are used here as synonyms, meaning that a new, unfamiliar thing or looking at those things in new ways (Al-Qayoumi, 2003).
2- Factors affecting organizational creativity Many researchers have dealt with and studied those factors that affect the adoption of the organizational creativity process, and they differed in their number. For (Thompson, 1965,10) it is represented here in both:

Educational attainment -Organizational Chart (Ibarra, 2009,471) believes that it is:

- Thinking style

-Educational attainment

- job position

- Organizational culture

-Decentralization and decentralization

- Leadership stylee.

The second topic:

Research methodology This topic includes the following topics:

the study Problem: The problem of the study here lies in the lack of awareness of the departments in the Jordanian health institutions specified in the research sample of the concept of intellectual capital and its importance here as a main resource, as well as the extent of its impact on the rate of organizational creativity in its various dimensions, as well as the importance of adopting a methodology and a practical and scientific strategy in that creative encouragement and achieving it in all of those The different levels and thus the knowledge of the organization here has become the competitive advantage that distinguishes it from other organizations, and that knowledge is represented in the availability of individuals who have that information and stored knowledge, as well as those different technologies.

the importance of studying: The importance of the research study here is due to the following aspects:

1- The importance of the Jordanian health institutions sector as one of the main pillars of the Jordanian national economy.
2- Presenting that theoretical and field framework that links between intellectual capital and organizational creativity.
3- We have dealt with here one of the issues of great importance by all these organizations of all kinds, represented in the intellectual capital and its role in achieving this success of these health organizations.

2. OBJECTIVES OF THE STUDY:

1- Explain the effect of intellectual capital in order to describe it as that influential competitive force in the performance of Jordanian health organizations.
2- That the vision here becomes for those organizations as an expression of that vital source for spreading knowledge regarding the topic of intellectual capital.
3- Clarify and highlight the importance of intellectual capital as it is here to create the value of the organization, as well as explain how it contributes to the process of evaluating and measuring the organization's system.
4- Knowing the concept and the importance of intellectual capital in its various types in organizations and institutions.
5- Clarify the importance of intellectual capital in health organizations.

Study hypotheses: This research study is based here on a set of those hypotheses that have been formulated in light of the study problem and become as follows:

The first main hypothesis: The moral correlation exists between that intellectual capital and organizational creativity, and it results from the following sub-hypotheses:

The first sub hypothesis: The moral correlation exists between human capital and organizational creativity in health organizations.

The second sub hypothesis: There is a moral correlation between structural capital and organizational creativity in Jordanian health organizations.

Third sub-hypothesis: There is a moral impact relationship between that intellectual capital and organizational creativity in Jordanian health organizations.

Search terms:

capital:

It is the economic term that refers to those funds, materials and tools necessary to establish that economic or commercial activity, and which aims from these projects either for profit, information or humanitarian work.

Intellectual capital:

It is that mental capacity capable of generating those new, developed and practical ideas, which have such a high level of quality, the ability to achieve that integration and harmony between those different components to reach the desired goals.

Organizational creativity:

It is that ability to innovate with methods, means and ideas for work, as it will improve working conditions and motivate workers' performance and increase the rate of their capabilities and talents to work to achieve those productivity and performance goals in the best way.

Research sample and tools:

The research sample consists here. Some university professors as well as workers in the field of private and governmental Jordanian health organizations have been identified here because they possess these scientific and administrative experiences and skills and that they have the necessary powers to develop health organizations in general through that research study. On this basis, the sample size reached (380) individuals, the percentage of males in it (76%) and females (24%), and here the scientific qualification for the research sample was a doctorate of (68%), Master (30%), (Bachelor) 9%), The researchers here have used a number of those methods to collect data and information, including:

1- Historical sources.
2- Technology resources (the World Wide Web).
3- Personal interviews.
4- Questionnaire form: which was designed based on that review of literature related to the topic, and consisted here of two parts, the first is the general data related to those personal and functional characteristics, and the second section may contain (30) phrases focused on elements of intellectual capital and organizational creativity. In its preliminary formulation of the paragraphs, it was presented to the group of expert experts and arbitrators, and those paragraphs in the questionnaire obtained a percentage of support (79%), which was considered to be true on the surface. In addition, the researcher used the coefficient (Alpha Cronbach, and the half-segment correlation coefficient) To verify also the validity and reliability of the research, and those transactions have reached the truthfulness and consistency of those elements of intellectual capital and the dimensions of organizational creativity (0.657, 0.765), respectively, and it is here that it is considered an acceptable percentage of those statistical and administrative aspects.

The third topic: results by field analysis of the research sample of the study First:

Presentation of these results to the responses of individuals in the sample In order to measure that level of response to those individuals in the research sample, those answers were transferred to the five-point scale, which is distributed from the highest weight, which gives the number (5) of the scores, which is represented in the answer field (completely agree) to the lowest weight, which gives the number (1) of The degree is one to represent the answer field (not at all) and between them there are three other weights which are (2,3,4) to represent the answer fields (agree, neutral, disagree) as follows in the order. Based on the above, an analytical description of the responses of the sample members will be given.

Weight in percent	standard deviation	SMA	Elemental Sequence	Elemental Sequence
74.87%	1.87	3.87	1- The management of the organization is looking for holders of these certificates and experiences to attract them to work with them.	Attracting intellectual capital
44.98%	1.556	3.76	2- The administration in the organization takes a clear policy in the process of attracting and attracting distinguished scientific cadres.	

54.8%	1.008	3.54	3- The organized administration provides a set of facilities necessary for the recruitment and employment of creative people in it.	
56.09%	1.54	3.43	4- The information system based on the process of attracting and attracting distinguished applicants to work on it is facilitated.	
54.99%	1.65	3.56	5- The administration in the organization recruits and hires these distinguished students after their graduation.	
54.76%	1.87	3.64	6- The organized administration offers good salaries and	

The following is clear from the final results mentioned in the table:

1- With regard to the component of intellectual capital polarization, this indicator obtained the weighted arithmetic mean by (3.64), which is thus higher than the adult hypothetical mean, with a standard deviation (1.65) and the percentage weight (54.22%).

2- When referring to that indicator to its basic paragraphs, we find here that this paragraph (in which the administration in the organization searches for holders of those higher degrees and experiences to work on it), and it ranked first as it came with a weighted average of (3.95), a standard deviation (1.14) and a percentage weight (74.59%).

Table (2) the results of ranking the relative importance of the elements of intellectual capital:

Relative ranking	Weight percent	Coefficient of variation	standard deviation	SMA	Elements of intellectual capital	t
The second	54.09	34.87%	1.65	3.78	polarization	1
the first	57.78	39.09%	1.34	3.87	Activation	2
the fourth	60.09	35.56%	1.66	3.09	Attention to customers	3
the third	60.8	34.76%	1.34	3.55	Intellectual capital	4

We conclude from the previous table that the intellectual capital in the management of the organization came with a weighted average (3.55), which is slightly higher than the default average, a standard deviation (1.16) and a weight ratio (55.78%).

Table (3) Frequency distribution of dimensions according to organizational creativity:

Weight in percent	standard deviation	SMA	The sequence of paragraphs	Dimensional sequence
55.89%	1.98	3.87	1 - The set of values and standards prevailing in the organization represent	Creativity culture

			those values and standards that we believe in.	
55.98%	1.76	3.08	2- This section is concerned with the organization by familiarizing with its employees all the regulations and instructions approved in the organization's workflow.	
55.23%	1.09	3.55	3- The management of the organization feels to its employees that there are those positive values shared between it and them.	
56.98%	1.45	3.90	4- The management of the organization continuously organizes those annual celebrations to take care of both creative and creative people.	
55.09%	1.34	3.098	5- The management of the organization adheres to these degrading traditions and customs.	

And we conclude from what was stated in the previous table: The culture of creativity gained here through the weighted arithmetic average index (3.90), which is higher than the default average and a standard deviation (1.20), and when referring to that indicator to its basic paragraphs, we find that this is a paragraph (the organized administration is interested in introducing its employees to all these systems, activities and instructions. In the course of its work) it came first with a weighted average (3.43), a standard deviation (1.16)) and a weight ratio (54.02%), while the paragraph occupied (and the management of the organization working in it feels the existence of these positive values shared by them.

Table (4) results to clarify the relationships between each of the links between intellectual capital and organizational creativity:

Morale level	Morale level	T table	T calculated	r	Variables
97%	5%	4.98	3.89	908.	Attracting intellectual capital
99%	1%	3.98	3.98	987.	The industry of intellectual capital
99%	1%	4.00	3.65	9.55.	Activating the intellectual capital
98%	1%	4.98	3.66	900.	Attention to customers
96%	1%	4.12	3.54	980.	Pointer

Table (4) indicates here that there is a relationship between the moral link and the polarization of intellectual capital and organizational creativity, as the value of the coefficient of correlation between them here is (0.903), and by this it expresses the value that reflects the existence of that positive relationship of statistical significance at the level of confidence (99%).

The fourth topic: research conclusions and recommendations This topic concludes here:
First - Conclusions:
Results First: the results of the theoretical side:

1- The approach must begin to consider here the intellectual capital, that non-material resource, one of the most important resources in the health organization, with an increase in interest in it because it is an endless stock.
-2 Researchers have agreed here that human capital is one of the most important elements in the formation of intellectual capital.
3- The support, assistance and support of human capital must be done by those decision-makers to achieve that goal for the organization to maintain a sustainable competitive environmental capacity.
4-Availability of these material and moral capabilities to support the implementation and raise the level of organizational creativity at its various levels.

Second: the results in the field:

1- The presence of the moral correlation between the intellectual capital and the creative and organizational process in the health organization.
2- The existence of a relationship of moral influence between intellectual capital and organizational creativity.
3- Achieving human capital at that individual level, affecting the organizational creativity process with a greater degree than the structural capital.

3. RECOMMENDATIONS:

1- Developing those strategies that support the organizational creativity process of health organizations by providing them the possibilities for its implementation.
2- Directing that attention to human capital in the first place and working to support it.
3- Amending the internal systems and activities to contribute to the achievement of the creative process at the level of both the individual and the group in the organization.
4- Conducting and working on developing these future studies and comparing them in economic sectors such as the banking, hotel and government sectors.
5- Work to support and encourage human capital in the organization by increasing interest in the employees' creative proposals and not ignoring them.

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