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CREATIVITY AND INNOVATION IN THE WORKPLACE

Abstract:

The proposed research shall hereby aim to triangulate the extent of creativity and innovation in workplace. The idea is intriguing and covers a wide range of speculations hence to narrow it down on to a feasible domain of research it is to be understood that the research shall be concentrated on the modern day marketing innovation for the organizations. The intricate materials are to be provided in the research with concrete back up evidence which shall be directed towards formulation of formidable research outcome which in turn helps to coagulate commemorative ways to provide accurate sources which shall manipulate the ideas and enlighten about the extent of innovation. The proposal drafts an introduction to the main research followed by the consolidation of the thesis statement that leads to the hypothesis and hence incorporate the essential hypotheses and theoretical or conceptual frame work which shall be adapted for the main research. The ideas are to be postulated for the methodology for the main research with a proper flow of work as the proposed plan and tentative timeline for the completion of the entire work for the research. The preliminary results are then to be discussed followed by the comprehensive presentation of the research implications.

Keywords:

innovation, innovative marketing ,employee performance.