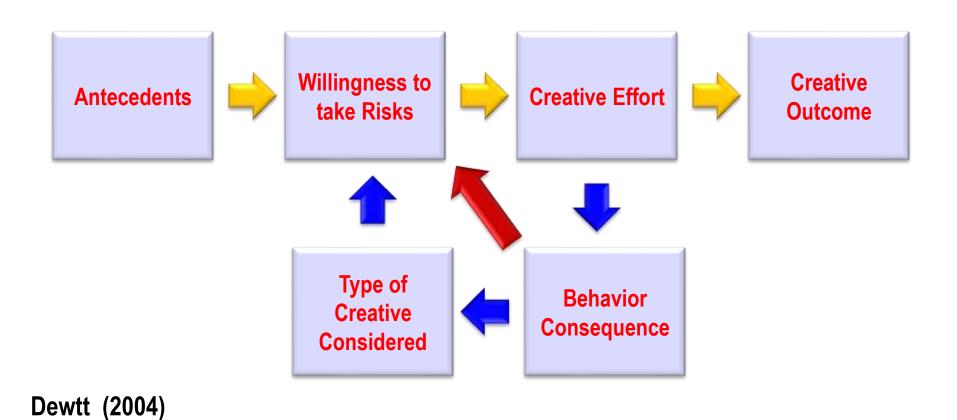
A General Model of Individual Creativity



Drivers of Innovative Behavior of Individual

Job Challenge

Autonomy

Strategic Attention

Supportive Climate

External Contact

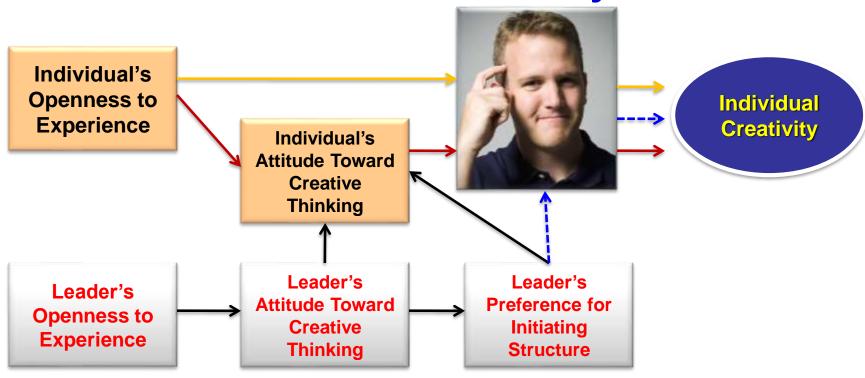
Market Differentiation

Variation of Demand

Innovative Behavior of Individual

Jong (2003)

Personality, Attitude & Leader Influences on Individual Creativity



Williams (2004)