

Investigating the Effect of Mobile Technologies Dimensions upon Creativity of Kermanshah Polymer Petrochemical Company's Employees

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Abstract : Rapid scientific changes are the driving force of upheaval. As new technologies arrive, human's life changes and information becomes one of the productive sources besides other factors. Optimum application of each technology depends on precise recognition of that technology. Options of mobile phones are constantly developing and evolving. Meanwhile, one of the influential variables for improving the performance and eternity of organizations is creativity. One of the new technologies tied with development and innovation is mobile phone. In this research, the contribution of different dimensions of mobile technologies such as perceived use, perceived enjoyment, continuance intention, confirmation and satisfaction to creativity of employees were investigated. Statistical population included 510 employees of Kermanshah Petrochemical Company. Sample size was defined 217 based on Morgan and Krejcie table. This study is descriptive and data gathering instrument was a questionnaire. Applying SPSS software, linear regression was analyzed. It was found out that all dimensions of mobile technologies except satisfaction affect on creativity of employees.

Keywords : mobile technologies, continuance intention, perceived enjoyment, perceived use, confirmation, satisfaction, creativity

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