

# CREATIVITATEA ANGAJAȚILOR ÎN CADRUL COMPANIILOR DE CONSTRUCȚII DIN ROMÂNIA. O CERCETARE EMPIRICĂ

## EMPLOYEE CREATIVITY IN ROMANIAN CONSTRUCTION COMPANIES. AN EMPIRICAL RESEARCH

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**Abstract:** The constant shifts in today's business environment urge companies to always adapt to changes and also to adopt a more flexible behavior, constantly searching for innovative solutions to the problems they face. One of the most important part of this process is represented by the employees and their ability to identify and implement the most efficient solutions, in the shortest time possible. Thus, their creativity becomes a core competency that not only must be acquired but also developed and embedded in the companies' organizational culture. This paper sets out to offer a more comprehensive image on the level of employee creativity by presenting some findings on a research conducted on Romanian construction companies.

**Keywords:** Creativity, Innovation, Organizational Culture, Leadership, Strategy