

A Pragmatic Study On Role Of Hrd In Supporting, Stimulating Sustaining Creativity And Innovation

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Abstract

In today's fast-paced world of constant technological change, fluctuating consumer tastes, and altered market conditions, is crucial for organizations to cultivate an environment that encourages creativity and innovation if they want to remain competitive and experience long-term success. In terms of HRD's impact on innovation and creativity, talent management and development stand out. Finding, recruiting, and keeping employees with a wide range of backgrounds, experiences, and opinions is HRD's job. The ability of an organisation to come up with fresh ideas is dependent on its ability to identify and develop its talent pool. Human resource development also plays a key role in fostering an office climate that is conducive to innovation. Human resource development strategies mould the organisational culture, which in turn influences how workers see and do their jobs. A culture that encourages open communication, embraces failure as a learning experience, and supports innovation may be fostered via HRD. The continual improvement and strategy refinement process is facilitated by the establishment of innovation-related key performance indicators (KPIs), the monitoring of progress, and the frequent assessment of the effect of HRD activities. To determine how well HRD's creativity and innovation initiatives are doing, they may set up feedback systems, do surveys, and examine pertinent data. The capacity of an organisation to innovate and remain competitive is propelled by HRD, which encompasses talent management and development, building organisational culture, encouraging a growth mindset, supporting diversity and inclusion, and using technology. The article concluded that as companies face the challenges of today's business world, HRD is playing an increasingly important role in guiding them towards success by fostering an environment where employees are not only trained in the necessary skills but also inspired to think outside the box and bring their own unique perspectives.

Keywords: *Challenges and Solutions, Measuring and Monitoring Innovation, Career development opportunities, Skill Enhancement and Talent Development.*

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Introduction

Creativity and invention are dynamic processes that rely on the individual's interaction with their social and organisational surroundings; in challenging circumstances, people concerns take centre stage [12,7]. It is suggested that integration is still in its early stages, and this is supported by an integrated literature evaluation. In order to investigate the real-world consequences, this article suggests a literature synthesis in the area of innovation and creativity with HRD [1]. A staff that can quickly adjust to new circumstances is essential in today's fast-paced corporate world. To keep up with the latest trends and technology developments in their respective industries, HRD may help workers participate in ongoing learning programmes, use agile training approaches, and participate in skill development projects. HRD plays a crucial role in moulding the culture of an organisation [16]. Human resource development (HRD) may promote an attitude that is open to trying new things, accepts setbacks as learning opportunities, and places a premium on creative, unconventional ideas in order to stimulate innovation and creativity. Creating an environment where workers feel secure enough to speak their minds requires encouraging open dialogue, teamwork, and trust. Innovation, learning, development, knowledge management, and human resource management (HRM) are all multi-level concerns that need multi-disciplinary approaches due to their complexity and rapid change [9]. The development of comprehensive theoretical frameworks for the potential consequences of people management on long-term innovation and performance is fraught with both possibilities and threats posed by this ever-changing complexity [2].

Research Background

Fostering innovation and creativity inside an organisation is a critical function of human resource development (HRD). Companies need to innovate and adapt frequently to remain relevant in today's fast-paced and competitive business climate [5]. By fostering an atmosphere that is favourable to innovation and creativity and by identifying and developing talent, HRD functions may play a key role in this process. Opportunities and threats are always shifting in the corporate world [8]. Human Resource Development (HRD) is an essential role in today's fast-paced business world. With technology, globalisation, and changing market needs, it is essential for organisations to foster creativity and innovation. It is HRD's responsibility to train workers so they can use new technology effectively. To cultivate an innovative culture, it is crucial to implement ongoing training programmes, as well as up skilling and reskilling initiatives. Because of the worldwide nature of business, there is a wide range of cultural backgrounds, ideas, and points of view [6]. Human resource development (HRD) has the potential to greatly impact efforts to promote cultural intelligence and inclusion by creating a space where different perspectives and experiences may coexist and lead to novel solutions. HRD has the ability to create programmes that are designed to improve creative thinking abilities. Design thinking, problem-solving workshops, and brainstorming sessions are all examples of methods that could be a part of these programmes. Human resource development (HRD) helps create a workforce that is strong in the here and now and ready to take on the problems of the future by funding efforts to enhance workers' creative capacities throughout time. Innovation and creativity may flourish in an environment where HRD makes use of technology, which is changing the way businesses function [11]. This involves investigating new technology that may improve creative processes, establishing a culture of remote work and virtual collaboration, and using digital collaboration tools. Embracing technology allows HRD to be fluid and adaptive in the face of a constantly evolving technological context.

Changing Business Landscape

The global business environment is experiencing rapid transformations, propelled by technology progress, globalization, and shifting customer tastes. In order to endure and prosper in this setting, organizations must possess the ability to adapt quickly and generate novel ideas. Amidst a constantly changing and dynamic business environment, organizations must prioritize the need to encourage and maintain creativity and innovation. This requires a fundamental change in the way Human Resource Development (HRD) operates inside these organizations. HRD (Human Resource Development) plays a crucial role in addressing the problems posed by technology improvements, globalisation, and changing customer expectations. In order to foster creativity, the HRD department should promote a culture that places importance on experimenting and actively encourages workers to delve into innovative concepts. Furthermore, in order to maintain innovation, it is essential for HRD to prioritize the ongoing enhancement of skills, guaranteeing that the workforce stays flexible and proficient in adjusting to evolving trends. HRD plays a crucial role in creating a dynamic and inclusive workplace. This helps to develop a workforce that not only accepts change but also actively contributes to the creative processes necessary for an organisation to be resilient and successful in today's rapidly changing business climate. Innovation thrives in workplaces where people are encouraged to speak their minds and take calculated risks. Training programmes may be developed by HRD to foster a growth mindset, which places an emphasis on being resilient, adaptable, and open to learning from both achievements and setbacks. Establishing and sustaining good channels of communication inside the organisation is greatly aided by HRD practices [13]. In addition, HRD helps foster an inclusive and varied workplace, which is essential for creativity since diversity is a source of new ideas. Human Resource Development (HRD) makes ensuring that people from all walks of life are represented in the company by pushing for diversity and inclusion events. A more creative process and more original results are the results of a diverse group of people with different backgrounds, experiences, and viewpoints [7]. Another area where HRD is crucial in fostering innovation and creativity is in employee engagement. Workers are more likely to provide original suggestions when they have a personal investment in the company's success. HRD is also in charge of making sure that team and individual goals are in sync with the organization's overall strategy and goals. Employees must see themselves as vital components of a bigger innovation ecosystem, which can only be achieved via this alignment, in order to cultivate a collaborative attitude [18]. In the field of training and development, Human resource development is also essential for gauging and improving the company's innovativeness and inventiveness.

Importance of Creativity and Innovation:

Creativity is the foundation of innovation, which is essential for organizations to develop new products, services, and processes. Innovation gives companies a competitive edge and enables them to respond effectively to market challenges. Creativity and innovation stand as fundamental pillars in the success and sustainability of organizations within the contemporary business landscape. The importance of creativity lies in its ability to generate novel ideas, solutions, and approaches to challenges. Innovation involves the practical application of creative ideas, leading to the development of new products, services, or processes. In a highly competitive environment, innovation becomes a key differentiator, allowing organizations to stay ahead, meet evolving customer needs, and maintain relevance. Together, creativity and innovation foster a culture of continuous improvement, enabling companies to navigate uncertainties, capitalize on emerging trends, long-term success in an ever-changing business landscape.

Role of Human Resources in Innovation

Human Resources (HR) departments are traditionally associated with recruitment, training, and employee management. However, in the contemporary business environment, HR is increasingly recognized as a critical component of strategic success. HR plays a multifaceted role in creating an environment conducive to innovation. Recruitment strategies aligned with innovation goals ensure that the workforce comprises individuals capable of generating groundbreaking ideas. HR can design incentive systems, recognition programs, and performance evaluations that highlight and reward creative contributions. Moreover, HR facilitates communication and collaboration across departments. Breaking down silos and encouraging cross-functional interactions can lead to the exchange of diverse ideas, ultimately fueling the innovation pipeline. By emphasizing diversity and inclusion initiatives, HR ensures that a variety of perspectives are considered in the innovation process. HR plays a pivotal role in driving innovation by attracting and developing talent, fostering a culture that values creativity and promoting collaboration across the organization.

Assessing the Work Environment for Creativity

Assessing and cultivating a work environment that fosters creativity is a complex and multifaceted endeavor, critical for organizations seeking to thrive in the dynamic landscape of the modern business world. Assessing and enhancing this environment involves a comprehensive examination of various factors, ranging from leadership styles and organizational culture to physical workspaces and collaboration mechanisms. Visionary leaders who actively champion innovation and set the tone for risk-taking create a culture where employees feel empowered to think outside the box. Leaders need to not only communicate the importance of creativity but also lead by example, demonstrating openness to new ideas and a willingness to explore unconventional solutions. Organizational culture is a key determinant of the work environment's creativity quotient. A culture that embraces change, tolerates failure as a part of the learning process, and values collaboration over hierarchy is conducive to creative thinking. Organizations should assess their cultural attributes, seeking feedback from employees through surveys, focus groups, or other means to identify areas for improvement. The physical workspace itself significantly influences creativity. An environment that allows for flexibility, provides spaces for collaborative work, and incorporates elements that inspire creativity, such as artwork or natural light, can contribute to a more innovative atmosphere. Ergonomic considerations and the availability of resources that support creative endeavors, such as tools and technology, are essential components of the physical work environment assessment. Communication channels within an organization also impact creativity. Assessing the effectiveness of communication mechanisms, both formal and informal, can reveal opportunities to enhance the exchange of ideas and foster a more creative work environment. Moreover, collaboration is a cornerstone of creativity. Assessing the degree of collaboration within teams and across departments is crucial. Organizations can explore mechanisms such as cross-functional projects, workshops, or innovation labs to promote collaborative efforts and break down silos that may impede the creative flow. Employee engagement and motivation are intertwined with the work environment for creativity. Assessing employee satisfaction and motivation levels, understanding what drives individuals, and recognizing and rewarding creative contributions are essential aspects of fostering a creative work environment. Organizations should evaluate their efforts in promoting diversity and inclusion, ensuring that all employees feel valued and have an equal opportunity to contribute to the creative process. Training and development programs are integral to building a workforce capable of creative thinking. Assessing the effectiveness of existing programs and identifying gaps in skill development can guide HR and leadership in tailoring training initiatives to enhance creative capabilities. In the age of digital transformation, leveraging technology to support creativity is paramount. Assessing the accessibility and effectiveness of digital tools, platforms, and

collaboration software can enhance the technological infrastructure that underpins a creative work environment. Additionally, organizations should explore emerging technologies that can augment creative processes, such as virtual reality for collaborative ideation or artificial intelligence for data-driven insights.

Research aim and research questions

The researcher tried to intertwined and assimilate the ethical perspective with sustainable development of society. Materials for the purpose of the study are collected from different journals, reports, books, websites, Resources, and other secondary sources. Continuous monitoring and feedback mechanisms are essential components of the assessment process. Regular surveys, feedback sessions, and key performance indicators related to creativity can provide insights into the evolving dynamics of the work environment [17]. Organizations should view the assessment as an iterative process, adapting strategies based on feedback and changing organizational needs [8]. Assessing the work environment for creativity involves a comprehensive examination of leadership styles, organizational culture, physical spaces, communication channels, collaboration mechanisms, employee engagement, inclusivity, training programs, technology infrastructure, and continuous feedback processes [3].

Analysis, Presentation and Results

Perception towards role of HRD

The study highlight the strategic role HR plays in shaping a culture those values and encourages creative thinking, ultimately contributing to an organization's long-term success in a competitive market. HRD can implement strategies to enhance employee engagement, including recognition programs, career development opportunities, and regular feedback mechanisms

Table 1

Dimensions	Mean	Std. Deviation
Knowledge Sharing and Collaboration	4.94	1.431
Motivation	3.97	1.132
Challenges and Solutions	3.08	1.123
Measuring and Monitoring Innovation	4.11	1.098
Feedback mechanisms	3.34	1.043
Employee Engagement	3.03	0.723
Career development opportunities	3.54	1.398
Skill Enhancement	4.65	0.785
Talent Development	4.20	1.032

The result from the above table shows that the respondents give much importance to the Knowledge Sharing and Collaboration (4.94) HRD can facilitate knowledge sharing and collaboration across different departments and teams. By breaking down silos and encouraging cross-functional interactions, HR contributes to a more collaborative and innovative work environment which was ranked first, followed by Skill Enhancement as second (4.65) and Talent Development as third (4.20). HRD practices can contribute to creating a culture that fosters innovation. This includes promoting open communication, rewarding risk-taking, and embracing diversity in the workforce. HR can facilitate the development of innovation-friendly policies and procedures. Engaged and motivated employees are more likely to contribute to the creative process. HR can play a crucial role in designing reward systems, recognition programs, and career development paths that inspire employees to think innovatively and contribute their

ideas. HR can work in tandem with other departments to establish metrics and key performance indicators (KPIs) that measure innovation. This includes tracking the implementation of new ideas, success rates of innovation projects, and employee satisfaction with the innovation process.

2. Perception and the nature of the respondents

The impact of age on Human Resource Development (HRD) and its role in sustaining creativity and innovation is a nuanced aspect that reflects the diverse dynamics of the modern workforce. In an era where organizations are increasingly valuing creativity and innovation as drivers of success, understanding how age influences these factors is essential for effective HRD strategies. One consideration is that different age groups may bring distinct perspectives and experiences to the innovation process. Younger employees often possess a natural affinity for technology and may offer fresh insights and innovative solutions. On the other hand, older employees may bring a wealth of experience, industry knowledge, and a deep understanding of the organization's history, which can be valuable in guiding and refining innovative initiatives. HRD must recognize and leverage the strengths of each age group within the workforce.

Difference in perception according to the age

Age	N	Mean	Std. Deviation	F	Sig.
Young	48	30.5612	5.87640	2.764	0.091
Middle	41	31.7830	5.21765		
Old	11	33.1284	6.23457		
Total	100	32.8341	5.23461		

The Table 2 shows that old age group respondents (33.1284) have more perception than other age groups. But the difference in the means across all the age groups is not significant. The F value from the ONE WAY ANOVA is 2.764 and p value is 0.091 (>0.05). It is concluded that the perception of the employees do not differ much according to their age. Moreover, fostering a culture of inclusivity and collaboration is essential in mitigating potential age-related biases and stereotypes that may hinder creativity. HRD initiatives should actively encourage cross-generational collaboration, recognizing that diversity in age contributes to a richer tapestry of perspectives and innovative thinking. It is also important for HRD to address age-related concerns such as potential resistance to change or technological adaptation. Implementing continuous learning opportunities that cater to all age groups can help bridge the skills gap and ensure that employees of varying ages feel equipped and confident in contributing to innovative endeavors. By offering a supportive environment that values ongoing development, HRD can encourage a mindset of adaptability and openness to change across all age demographics.

3. Perception according to the gender

Recognizing the unique perspectives, experiences, and strengths that individuals of different genders bring to the table is crucial for HRD professionals seeking to drive creativity and innovation within organizations. Diversity in gender contributes to a variety of viewpoints and approaches, enriching the creative process. HRD plays a pivotal role in ensuring that the workplace is inclusive and provides equal opportunities

for men and women to participate in and contribute to innovation initiatives. By actively promoting gender diversity, HRD fosters an environment where a multitude of ideas can flourish, leading to more robust and innovative outcomes.

Table 3 Difference in perception according to the gender

Gender	N	Mean	Std. Deviation	Z	Sig.
Female	118	29.6751	5.12347	0.621	0.591
Male	82	31.3425	6.09872		
Total	100	30.8964	6.1210		

The finding from the Table 3 indicates that the perception of the male employees (31.3425) is better than male employees. The Z score is less than 1.96 and p value is 0.591 (>0.05). Hence, it is concluded that the difference in the mean of perception between male and female employees do not differ significantly. Training and development programs designed by HRD should be gender-sensitive, addressing potential biases and ensuring that skill-building opportunities are accessible to all employees regardless of gender. Moreover, HRD initiatives should be attuned to the specific needs and challenges faced by women in the workforce. This may include creating pathways for career advancement, addressing work-life balance considerations, and implementing policies that support a family-friendly workplace. An important aspect of sustaining creativity and innovation through HRD is the promotion of inclusive leadership. HRD practices should encourage the development and recognition of leaders who champion diversity, including gender diversity, within their teams. Addressing unconscious biases within HRD processes is another critical factor. HRD professionals need to be vigilant about ensuring that recruitment, performance evaluations, and talent development processes are free from gender biases. By adopting inclusive practices, HRD contributes to creating a level playing field where individuals are recognized and rewarded based on their contributions and capabilities rather than gender-related stereotypes.

Discussion

Effective decision-making in HRD requires a keen understanding of organizational goals, an appreciation for the intricacies of human capital, and a commitment to driving innovation to ensure sustained success. At the core of HRD decision-making is talent acquisition and management. HRD professionals must strategically align recruitment efforts with organizational goals, seeking individuals not only with the requisite skills but also with a predisposition for creativity and adaptability. Decisions regarding talent management involve recognizing high-potential employees, developing career pathways, and creating a conducive environment for continuous learning and skill enhancement. In the context of innovation, decision-making within HRD extends to shaping organizational culture. This involves decisions related to communication strategies, leadership styles, and the formulation of policies that actively promote creativity. HRD decision-makers need to consider how these cultural elements align with the organization's overall strategy and support innovation at all levels. Moreover, the establishment of a growth mindset within the organization is a pivotal decision within HRD. By fostering a growth mindset. Effective communication and collaboration are critical for innovation, and decisions in HRD play a central role in facilitating these aspects. HRD must decide on strategies that encourage open dialogue, information sharing, and collaborative problem-solving, creating an environment where diverse perspectives can contribute to innovative solutions. Diversity and inclusion are paramount considerations in HRD decision-making, especially concerning innovation. Decisions related to inclusive hiring

practices, equal opportunities for career advancement, and fostering a culture that values diversity has implications for the richness of ideas within the organization. By promoting diversity and inclusion, HRD ensures that a variety of perspectives and experiences contribute to the innovation process, driving creative solutions and enhancing the organization's competitive edge. In the context of employee engagement, HRD decisions significantly impact the workforce's motivation to contribute creatively. Training and development decisions within HRD directly influence the creative capabilities of the workforce. By designing programs that focus on enhancing creative thinking, problem-solving skills, and innovation methodologies, HRD contributes to building a workforce that is not only technically proficient but also adept at generating innovative solutions. The decision to invest in continuous learning opportunities ensures that employees remain at the forefront of industry trends, making informed decisions that drive innovation. Technology is an integral component of HRD decision-making for innovation. Decisions related to the adoption of digital collaboration tools, remote work infrastructure, and the integration of emerging technologies impact the organization's technological readiness for innovation. HRD must assess the technological needs of the workforce, implement tools that facilitate collaboration, and explore innovations that can enhance creative processes within the organization. The measurement and evaluation of creativity and innovation are crucial components of HRD decision-making. Decisions related to establishing key performance indicators (KPIs), monitoring progress, and assessing the impact of HRD initiatives provide insights into the effectiveness of innovation efforts. HRD must decide on appropriate feedback mechanisms, conduct surveys, and analyze relevant data to gauge the success of creativity and innovation initiatives and guide future decision-making. In conclusion, decision-making within HRD plans and innovation is multifaceted and requires a holistic understanding of the organization's goals, the intricacies of human capital, and the dynamics of the contemporary business landscape. Talent acquisition and management decisions set the foundation for innovation, shaping the workforce's composition and capabilities. Cultural decisions influence the organization's mindset, values, and openness to innovation. Communication and collaboration decisions impact the exchange of ideas and the creation of a collaborative environment. Diversity and inclusion decisions enrich the creative process by incorporating a variety of perspectives. Employee engagement decisions motivate the workforce to contribute creatively, while training and development decisions enhance creative capabilities. Technology-related decisions enable the organization to leverage digital tools and emerging technologies for innovation. Measurement and evaluation decisions provide insights into the success of innovation efforts. In essence, effective HRD decision-making is pivotal for cultivating a workforce that not only embraces innovation but actively contributes to shaping the organization's future in the rapidly changing business landscape.

HRD and its Implications

Human Resource Development (HRD) holds profound implications for fostering creativity and innovation within organizations, shaping both the culture and capabilities necessary to thrive in the dynamic and competitive landscape of the modern business world. As organizations grapple with technological disruptions, global market shifts, and the imperative to constantly reinvent them, HRD emerges as a strategic force that not only attracts and develops talent but also nurtures an environment conducive to creative thinking and innovation [9]. One of the central implications of HRD for creativity and innovation lies in talent acquisition and management. HRD professionals are tasked with identifying individuals with diverse skill sets, experiences, and perspectives. By recognizing and cultivating talent, HRD ensures that the organization has the necessary human capital to drive innovation. This goes beyond traditional recruitment practices, involving strategies that seek out individuals with a track record of creative thinking, adaptability, and a willingness to embrace change. Furthermore, HRD is

instrumental in shaping the organizational culture—a critical determinant of creativity. The way HRD formulates policies, communicates values, and structures work processes sets the tone for the entire workforce. An innovative culture requires openness to new ideas, a tolerance for risk and failure, and an emphasis on collaboration [14]. HRD practices that encourage experimentation, reward creative contributions, and promote a growth mindset contribute to the establishment of a culture that supports and sustains innovation. Effective communication channels and collaboration mechanisms are essential for the exchange of ideas and the co-creation of innovative solutions. HRD can facilitate the creation of forums, both physical and digital, where employees from various departments and hierarchical levels can share insights, collaborate on projects, and contribute to the organization's collective creativity. In essence, HRD acts as a bridge, connecting individuals and teams to ensure a free flow of ideas and knowledge. Diversity and inclusion are paramount considerations in the implications of HRD for creativity and innovation.. When employees feel valued, supported, and connected to the organization, they are more likely to proactively contribute their creative ideas [6]. Training and development initiatives orchestrated by HRD have direct implications for building creative capabilities within the workforce. Programs focused on enhancing creative thinking, problem-solving skills, and innovation methodologies contribute to the development of a workforce that is not only technically proficient but also adept at navigating ambiguity and generating innovative solutions. HRD ensures that employees have access to the tools, resources, and learning opportunities necessary to continuously enhance their creative capabilities. In the digital age, technology is a crucial enabler for creativity and innovation. HRD has implications for leveraging technology to create a more innovative work environment. This includes implementing digital collaboration tools, fostering a culture of remote work and virtual collaboration, and exploring emerging technologies that can enhance creative processes. By embracing technology, HRD ensures that the organization remains adaptable and can harness the power of digital tools to drive innovation [2]. The measurement and evaluation of creativity and innovation within the organization are also within the purview of HRD. Establishing key performance indicators (KPIs) related to innovation, monitoring progress, and regularly assessing the impact of HRD initiatives are critical for refining strategies and ensuring continuous improvement. HRD can implement feedback mechanisms, conduct surveys, and analyze relevant data to gauge the effectiveness of creativity and innovation efforts, providing insights that guide future initiatives.

Conclusion

The implications of HRD for creativity and innovation are far-reaching and multifaceted. From talent acquisition and management to shaping organizational culture, instilling a growth mindset, promoting communication and collaboration, fostering diversity and inclusion, enhancing employee engagement, and leveraging technology, HRD serves as a linchpin in the innovation ecosystem [12]. As organizations navigate the challenges of a rapidly changing business landscape, HRD emerges as a strategic partner that not only equips the workforce with the right skills but also fosters a culture and environment that nurtures creativity and fuels innovation [6]. In essence, the implications of HRD extend beyond the traditional boundaries of talent management to encompass the very essence of organizational success in the contemporary world—creativity and innovation [2].Age can have a significant impact on HRD strategies aimed at sustaining creativity and innovation within an organization. Recognizing and embracing the diverse strengths that different age groups bring to the table, fostering cross-generational collaboration, and addressing age-related concerns through tailored training initiatives are essential components of HRD practices that aim to create a dynamic and innovative workforce [9]. Ultimately, by leveraging the unique attributes of employees at different stages of their careers, HRD can play a key role in sustaining a culture of creativity

and innovation that propels the organization forward in a rapidly evolving business landscape. The impact of gender on HRD and its role in sustaining creativity and innovation is substantial. By embracing gender diversity, tailoring training and development programs to be inclusive, promoting inclusive leadership, and addressing unconscious biases, HRD professionals can create an environment where individuals of all genders feel empowered to contribute their unique perspectives and ideas.

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