

The Effects of Organizational Culture on Organizational Creativity and Innovativeness in the Sports Businesses

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ABSTRACT The businesses, under the effects of continuously changing internal and external environmental conditions in a globally competitive environment, to affect shape and lead environment in order to gain competitive advantage beyond adapting to environmental changes has become a necessity. This study aims to determine the effects of organizational culture with regard to supporting and developing the creative thinking and innovative behaviors in order to realize and achieve the change in service businesses that offer sports and recreational activities. The questionnaire prepared for this purpose was applied to employees of the businesses operating in the sports industry. Obtained data was analyzed by using the SPSS 17.0 software package program (descriptive statistics, reliability analysis, factor analysis and regression analysis). As a result of these analyses carried out, the dimensions of organizational culture were found to have significant effects on organizational creativity and organizational innovativeness. At the end of the research, the findings were interpreted and the possible contributions to the literature and the practitioners were discussed.