

TABLE OF CONTENTS

Abstract

Acknowledgement

List of Abbreviations

List of Figures

List of Tables

CHAPTER 1: INTRODUCTION.....	1
1.1 Background of the Research	1
1.2 Context of our Research: Hospitality Industry.....	3
1.3. Research Questions	4
1.4. Research Objectives.....	5
1.5. Thesis Structure and Overview	5
CHAPTER 2: LITERATURE REVIEW.....	7
2.1. Introduction.....	7
2.2. Hospitality Industry	7
2.2.1. Overview of the Industry	8
2.2.2. The Context of Employee Engagement in the Hospitality Organizations	9
2.2.3. The Context of Employee Creativity in the Hospitality Organizations	11
2.3. The Context of Employee Engagement in the Literature.....	13
2.4. The Context of Employee Creativity in the Literature.....	19
2.5. Antecedents in the Literature	25
2.5.1. Task Characteristics (TC)	25
2.5.2. Perceived Organizational Support (POS).....	29
2.5.3. Perceived Supervisory Support (PSS).....	31
2.5.4. Perceived Value Congruence (PVC).....	34
2.5.5. Intrinsic Motivation (IM)	36
2.5.6. Creative Self-Efficacy (CSE).....	37
2.6. Research Gaps.....	40
CHAPTER 3: PROPOSED RESEARCH FRAMEWORK & HYPOTHESES.....	43
3.1. Introduction.....	43
3.2. Research Questions & Research Objectives	43
3.2.1. Research Questions	43

3.2.2. Research Objectives.....	44
3.3. Research Models & Hypotheses	44
3.3.1. Hypothesized Relationship between the Antecedents, Employee Engagement and Employee Creativity.....	44
3.3.2. Hypothesized Relationship between Employee Engagement, Employee Creativity and Creative Personality	49
CHAPTER 4: RESEARCH METHODOLOGY	54
4.1 Chapter Overview	54
4.2. Scope of the Study	54
4.3. Research Design.....	55
4.3.1. Sampling Frame	56
4.3.2. Sampling Method.....	57
4.3.3. Sample Size.....	57
4.3.4. Sampling Unit	58
4.3.5. Sampling Element.....	58
4.4. Scales & Measures for Data Collection	58
4.4.1. Independent Variables.....	59
4.4.2. Dependent Variables	60
4.4.3. Moderator: Creative Personality	61
4.5. Pilot study & Pre-testing.....	61
4.6. Data Collection	63
4.7. Overview of Statistical Techniques for Data Analysis	65
4.7.1. Preliminary Data Analysis	66
4.7.2. Multivariate Data Analysis	66
CHAPTER 5: DATA ANALYSIS	71
5.1 Introduction.....	71
5.2. Preparing the Data.....	71
5.3. Preliminary Analysis.....	72
5.3.1 Sample Characteristics.....	73
5.3.2 Descriptive Statistics.....	73
5.4. Data Analysis I: Canonical Correlation	79
5.5. Data Analysis II:	82
5.5.1. Exploratory Factor Analysis	82
5.5.2. Confirmatory Factor Analysis.....	85

5.5.3. Structural Equation Modelling.....	87
5.6. Data Analysis III: Moderation Analysis	91
CHAPTER 6: DISCUSSIONS & FINDINGS	93
6.1. Introduction.....	93
6.2. Major Findings of the study	93
6.2.1. Findings from Canonical Correlation Analysis.....	93
6.2.2. Findings from Structural Equation Modelling	95
6.2.3. Findings from Moderation Analysis	96
6.3. Discussions	96
6.3.1. Task Characteristics with Engagement and Creativity	96
6.3.2. Job related Personal Factors with Engagement and Creativity	97
6.3.3. Creative Personality as a Moderator	98
6.4. Implications of our Research	98
6.4.1. Theoretical Contributions	98
6.4.2. Practical Implications.....	100
6.5. Limitations of our study.....	103
6.6. Future Scope of Research	104
REFERENCES	
APPENDICES	