

**Barriers to Creative Thinking and Organizational Performance:
Mediating Role of Employee Creativity**

***Saima Saleem, PhD**

Institute of Quality & Technology Management, University of the
Punjab, Lahore, Pakistan

Kanwal Iqbal Khan, PhD

Institute of Business & Management, University of Engineering &
Technology, Lahore, Pakistan

Sara Atif Syed

Institute of Quality & Technology Management, University of the
Punjab, Lahore, Pakistan

Employee creativity is considered a critical success factor for every organization to get a competitive edge in the market. But some factors stand as barriers to employee creative thoughts that restrict them from sharing innovative work-related ideas and ultimately influencing organizational performance. The study investigated the relationship between barriers to creative thoughts and organizational performance through employee creativity. Based on the interactionist perspective theory, it was hypothesized that employee work situations impact their creativity and organizational performance. Data were collected from 529 employees of the manufacturing firms through a questionnaire survey. The results revealed that barriers to creative thoughts affect organizational performance through employees' creativity. The study suggested that organizations should deal with the factors restraining employees' creative thoughts to improve their creativity.

Keywords: Performance Barriers, Employees Creativity, Organizational Performance, Innovative Thinking, Competitive Advantage.