



**EMPLOYEE INNOVATION AND CREATIVITY
LEVEL AT SIME DARBY AUTO CONNEXION
SDN BHD**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) HUMAN RESOURCE MANAGEMENT**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2014

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, MOHAMMAD FARID AZFAR BIN FAUZI, (I/C Number: 890203-14-6323)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This paper is a result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 13th January 2014

LETTER OF TRANSMITAL

13th January 2014

The Head of Programme

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Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitle **EMPLOYEE INNOVATION AND CREATIVITY LEVEL AT SIME DARBY AUTO CONNEXION SDN BHD** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours faithfully,

.....

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ABSTRACT

As in modern day now, innovation and creativity among employee in any organization is important for the organization to achieve the goals that been set up. It can be one of the core competitive advantages for some organization than their competitors. In this research, the researcher choose to identify the employee innovation and creativity level in Sime Darby Auto Connexion Sdn. Bhd. In 3 of their subsidiary company which is Ford, Hertz and Land Rover that located in Petaling Jaya, Selangor. The Leadership, organization and employee behaviour are the factors that the researcher emphasized in this research. The other objective of this research is to find out what are the relationship those 3 factors with employee innovation and creativity level and which one between those 3 factors that most significant to employee innovation and creativity level in Sime Darby Auto Connexion Sdn. Bhd. This research has been conducted on 50 respondents from Sime Darby Auto Connexion Sdn. Bhd. employees to be sample of this research. The finding of this research indicates employee behaviour as the most factors that significant to employee innovatin and creativity level in this organization. This will help the employee in this organization more aware on the main factor of the employee innovation and creativity level and it will help them to increase their innovation and creativity level thus will help organization to achieve their goals. Future study should focus on the similar study but with different factors to any organization in any industry. By doing this, we can get a clearer picture on the employee innovation and creativity level that occurred in many organization in this modern day.

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