

Impact of innovation training on staffs' innovativeness

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Abstract:

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1. Introduction

Due to the astonishing growth of knowledge and technologies, industries require to train and develop their human resources' capacity to be able to solve the complex problems of current organizations in innovative ways and design innovative products. Therefore, innovation training and creating new ideas play critical roles in improving the socioeconomic growth of countries all over the world and particularly in developing countries including Iran. Innovation growth and development in organizations improves the quality and quantity of services, reduces various costs, avoids waste of resources, decreases the bureaucracy, enhances the organization performance, efficiency and productivity as well as job satisfaction in employees (Alirezai & Tavalai, 2008). In effect, the authors emphasized that successful organizations' managers and employees are in a permanent competition to seek for creativity and innovation, and thinking becomes a habit and task for the organization's work force. Employees' training methods have recently faced various challenges and problems such as unsatisfied customers, low motivated employees, insufficient results, heterogeneous work processes, high costs and low effectiveness (Hadavandi, 2003). Choosing the most effective training methods specifically for developing innovation capacity in staffs has turned to be one of the main challenges of organizations.

Previous research highlights various problems in the textile industry and design. Furthermore, despite huge investments in the industry on training, staffs' do not have the capabilities to create innovative textile designs. In addition, the number of staffs having innovative design ideas does not meet the increasing demands of the textile industry. Majority of the staffs have obtained the textile design knowledge and skills empirically and through their family and coaches and are not familiar with the new textile designs. Therefore, there is an urgent need in this industry to improve the innovation capabilities of staffs in textile design in order to improve the quality of the textile products and meet the market demands. Although staffs are currently provided with various textile training courses, there is no information on the impact of these courses on staffs' innovation capabilities in textile design. The main purpose of this study is to examine the impact of textile design training on staffs' innovativeness in the textile design (Textile cluster report, 2010).

2. Literature Review

Investing on human capital in an organized training environment happens via formal training and/ or informal training and the job training. In addition, job training could be categorized into general or organization's specific trainings and highly depends on training content. Becker's theory claims that employers invest on their employees' job trainings and expect their improved skills enhance the enterprise's productivity, quality of products and competitiveness (Zeytinoglu & Cooke, 2009). Organizational training plays an important and effective role in improving the production processes and by upgrading staffs' knowledge, attitude and necessary skills help organizational development. In developed organizations knowledgeable employees are the most valuable human capital, learners, entrepreneurs and capacity makers. That means they are considered as a key factor for creating the novel knowledge, technology, physical capital and the optimal utilization tangible and intangible resources (Hadavandi, 2009). Training is the process of transferring the knowledge, attitudes and skills of the individuals or groups to make changes in the structures of knowledge, attitudes and skills of others (Khorasani & Dusti, 2011;