

How Public Librarians Use Conflict Management Strategies: Studying the Role of Creativity

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Abstract

Purpose: The purpose of this paper is to study the role of creativity in using conflict management strategies among librarians.

Methodology: In this research 115 individuals as sample group were chosen among librarians of public libraries in Iran by simple random sampling method. They subsequently filled questionnaires of personal barriers against creativity (Pfeiffer) and conflict management (Putnam and Wilson). The obtained data were analyzed using independent t-test, test of significance of Pierson's correlation coefficient, and multiple (step-by-step) regression analysis.

Findings: The research findings indicated that conflict management strategies have a significant relationship with creativity components, among which the two components "need to success" and "abstract thinking" can determine the use of conflict management strategy. Furthermore, results of the present study show that competitive strategy is significantly used more by librarians with librarianship education compared to librarians with other backgrounds.

Originality/Value: Results of current research emphasize on the importance of paying more attention to creativity development among librarians. In addition to its direct effect on librarians' function, creativity can indirectly reinforce other behavioral skills such as conflict management.

Keywords: Conflict management; Creativity; Librarian; Public library; National institution of public libraries.