

Creativity is also needed to handle changes. Changes are part of the nature of life. If the change is a minor change we may not be aware of the need for creativity. But since recent years the rate of social and technological change has increased dramatically. Increased female involvement in employment is an example of social change while the increasingly sophisticated communication gadget is an example of technological change. Mohd. Yusof Othman (2012) concludes that the world is always changing from something easy to something composite and advanced. He also pointed out that the world is narrower in that what's happening in the West will soon be felt in the far East. Hence, he emphasizes the need for us to be creative in order to improve our competitiveness and career performance or our life practice.

Factors Affecting Creativity

Because creativity is a complex entity, it is not an easy task to explain what factors influence its growth. There are various approaches taken to explain these factors. Initially researchers tend to look at each of these factors separately but since they have begun to bring together these factors together and form creativity models.

Psycho-social approaches are a model of creativity that focuses on the three constructs namely personality, motivation and socio-cultural environment as the main factor influencing the growth of creativity (Sternberg, 2003). Guilford (1950) has stated that skills, personality traits and motivation play an important role in determining the level of creativity of an individual. Nevertheless, he did not study the three constructs but only focused his research on the cognitive processes involved in creativity. Just about thirty-three years after that Amabile (1983) has devised a theory that attempts to explain the link between skill, personality traits and motivation with creativity. According to Amabile (1983, 1996), the theory based on the three components of creativity is based on personal experiences, statements made by creative individuals and motivational theories of psychologists such as Rogers (1954) and Maslow (1943, 1968). The model outlined by Amabile (1983) has two goals: (1) To offer a framework that can be used as a reference to understanding the social influence on creative behavior, and (2) To further develop the field of research on creativity. According to Dacey and Lennon (1998) this model is one of the earliest models that attempts to incorporate cognitive, personality, motivation and social influences into the creative process and is the first model to suggest an explanation of how each of these factors can alter the various steps in the creative process.

The three-component theory of creativity stipulates that any creative creation or presentation requires relevant domain or discipline skills, relevant creative processes and motivation to carry out tasks or work. The first component of the domain or discipline skills (see Figure 1) refers to the knowledge, facts, technical skills, talents and expertise that individuals possess in any field or discipline (Amabile 1983 & 1996; Dacey & Lennon, 1998; Starko, 2010). According to Amabile (1996) the wider or greater domain or discipline skills that an individual possesses means more and more alternatives exist to create a new idea. Amabile (1996) added more skills in this domain