

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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**The interplay of Ethical leadership, innovative work behavior,  
perceived organizational support, and creative role identity**

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## **The interplay of Ethical leadership, innovative work behavior, perceived organizational support, and creative role identity**

### **Abstract:**

Employee engagement in innovative work behavior (IWB) is often challenging and complex as it is characterized by complexities, tensions, paradoxes, and ambiguities. IWB is critical for gaining and sustaining competitive advantage for any organization. Although prior work has examined contextual leadership as facilitative of IWB, the findings in this direction are mixed. Building on role identity theory, this study hypothesizes whether the link between ethical leadership and IWB is mediated by individuals' creative role identity (CRI). Furthermore, the study proposes that the followers' perceived organizational support (POS) moderates the indirect effects of ethical leadership on IWB through CRI. Implications are discussed for enriching the managerial scholarship for facilitating IWB at the workplace.



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