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great by
deeds, not by
birth"
-Chanakya

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**Work identities and creative deviance:
Exploring configurations and nuances**

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Work identities and creative deviance: Exploring configurations and nuances

Abstract:

This study examines the relationships between work identities (including organizational and occupational identities) and creative deviance. Prior literature indicates that the relationships between these constructs are complex and nuanced. In particular, organizational identification could lead to both high and low creative deviance, depending on whether the underlying motivational orientation is welfare-based or affiliative. These underlying motivational orientations can also determine whether organizational identification conflicts with occupational identification or the two have a synergistic relationship. Furthermore, we postulated that the level of creative deviance will be determined by the salience of individuals' personal values towards their work (for which we incorporated Protean Career Orientation (PCO)) and contextual support for autonomy. Both stages of creative deviance (i.e., before and after idea rejection) were considered. To elucidate equifinal configurations and asymmetric relationships, fuzzy set Qualitative Comparative Analysis (fsQCA) was employed. Findings from a sample of 238 creative writers from USA (recruited from Prolific) indicated that the organizational welfare orientation is positively associated with creative deviance, while organizational affiliative orientation is negatively associated with it. The organizational welfare orientation has a synergistic relationship with occupational identification, while the affiliative orientation conflicts with it. Finally, PCO and contextual autonomy support have both negative and positive effects of creative deviance – the former due to alleviation of idea rejection and the latter by engendering agency and non-conformity when faced with idea rejection.

Keywords: *Organizational identification, occupational identification, creative deviance, protean career orientation, fuzzy set Qualitative Comparative Analysis*



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