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## METHODOLOGY FOR RESEARCHING THE FACTOR IMPACT OF ANXIETY ON THE CREATIVITY AND INNOVATION OF INDIVIDUALS IN A WORKING BUSINESS ENVIRONMENT <sup>20 21</sup>

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**Abstract:** *The search for arguments for the positive impact of individual anxiety on their creativity and innovation can give managers an important tool to increase the efficiency and effectiveness of their employees and engineering staff.*

*There is a great interest of the representatives of the top management to prove empirically the statement that the controlled anxiety of the human resources can become a catalyst for solving problems in the work environment, creating new ideas and increasing the productivity of the work done by deploying the creative potential of employees in creating new products and services in business organizations. Significant attention has been paid to psychological, organizational and educational research on the interaction between the categories of anxiety and creativity.*

*The aim of the report is to present for the first time a methodology for establishing the relationships between factors anxiety, creativity and innovation in three aspects: at the organizational, team and personal professional level. So far, separate behavioral or biometric pairs of indicators have been studied.*

*The subject of the study is the behavior of human resources at different levels of anxiety and the degree of creative productivity of teams in business organizations in terms of their creativity and innovation. The object of the research is the development of a methodology for monitoring the results of employees in a real business environment in relation to the three described categories.*

*This will make it possible to establish control over the effective and efficient management of the innovation process in business organizations.*

**Keywords:** *anxious, creative, innovative, innovation process management*

**JEL Codes:** *M12, M14, J24, J53, O35*

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