

University of Vaasa
Department of Management and Organization



LEADEC TEAM

MBTI SERIES 7

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The relationship between the MBTI and the creativity orientations of managers. 1997.

VAASA 1999

Summary

The relationship between the MBTI and the creativity orientations of managers was studied. Creativity orientation is a construct which describes the direction and nature of managers' self-reported, personal views of interests in and attitudes to creativity and social risk taking. Four different creativity orientations were determined. The sample of 111 Finnish managers was predominantly TJ. The results suggested that intuition (N) preferring managers tend towards higher creativity and extraverted (E) managers tend towards higher social risk taking. Perception (P) preferring managers tend towards both high creativity and high social risk taking.