

**INVESTIGATING THE IMPACT OF CREATIVE CLIMATE FACTORS AND  
CREATIVE SELF-EFFICACY ON EMPLOYEE ENGAGEMENT AMONG  
THE EMPLOYEES OF AUTO COMPONENT MANUFACTURING  
ORGANIZATIONS IN COIMBATORE DISTRICT**

Thesis submitted to Bharathiar University, Coimbatore

for the award of the degree of

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By

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**PSGR KRISHNAMMAL COLLEGE FOR WOMEN**

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