

## **MANAGEMENT OF CREATIVE CHANGE FOR IMPROVING ORGANIZATIONAL BEHAVIOR ON RESPECTING TIME IN INDONESIA**

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### **Abstract**

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. Every people or groups cannot be separated from the culture around their life. Culture will be created in the family, organization, business or nation. The culture in organization means a system of shared meaning within an organization that determines how the actors taking action in the organization, or known as organizational behavior. Organizational behavior discussed in this paper is how Indonesian people respect to their own time in organization. Easterners (including Indonesia) is known less in respecting time. If they have an appointment, usually they come late. The reasons why Indonesian people often come late for their appointment are as follows: 1) avoid anxiety, 2) unpredictable situation, 3) test the fidelity of others, 4) was in another flurry, 5) not being realistic. It must be a solution to make Indonesian people respect the time and could manage it well. The solution is a concept management of creative change. The change which is supported by creativity and innovation in organization. Method used in this paper is a qualitative method, while the analysis is conducted by using the descriptive comparative method. The organization's member is assumed to reflect the behavior on wider society. So the improvement in the organization is able to improve the behavior on the real society. The purpose of this paper is to improve organizational behavior on respecting time. Start from the organization, it will create Indonesian society who loves respecting time.

**Keywords:** Indonesia, Organizational behavior, Respecting time, Management of Creative Change