

## Moderating Role of Emotional Intelligence: Exploring the Association between Personality Traits and Creativity in Young Adults

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### Abstract

The paper looked into the potential moderating role that emotional intelligence might play between personality traits and creativity in young adults. The following hypotheses were put forth: a) personality traits, emotional intelligence, and creativity would have a strong positive relationship; b) personality traits and emotional intelligence would predict creativity; and c) emotional intelligence would moderate the relationship between personality traits and creativity. Using a non-probability sampling, 200 young adults ( $n = 100$  women and  $n = 100$  men) aged 18 to 35 years ( $M = 23.85$ ,  $SD = 3.74$ ) were recruited for this cross-sectional correlational study. Findings indicated a significant positive connection among personality traits, emotional intelligence and creativity. Moreover, neuroticism and emotional intelligence were found to predict creativity significantly. Lastly, emotional intelligence moderated the relationship between personality traits (openness to experience and extraversion) and creativity. These indigenous findings would have significant implications for young adults, researchers, counsellors, and educational psychologists for awareness, policy-making and further research endeavours.

**Keywords:** Creativity, Emotional Intelligence, Extraversion, Neuroticism, Openness to Experience, Personality Traits

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### Introduction

Personality traits demonstrate the characteristic patterns of thoughts, feelings, and behavior of people, and they imply stability and consistency (Diener & Lucas, 2021), which is why they play a significant role in understanding and predicting individual behavior and mental processes. Considered relatively stable and internally consistent, they are inferred from a pattern of thinking, feeling, and behaving of a

particular individual. Meanwhile, creativity is generating an original concept or thing that is also beneficial (Fuentes et al., 2019). It is a distinct talent that belongs to gifted individuals who might use it to stand out in various industries (Froehlich, 1969). Psychologists have recently argued that creativity is a product of particular education and learning rather than a distinctive talent or ability of a selected few (Nikolopoulou, 2018). It is possible to view creativity as a trait shared by extraordinary people. It is also a life skill that helps people realize their full potential as artists and make worthwhile decisions (Richardson & Mishra, 2018). However, it will be incomplete if one is unable to identify, assess and control one's own emotions as well as those of others, which is why it is pertinent to study emotional intelligence while investigating personality traits and creativity. Emotional intelligence is managing one's own and understanding others' feelings (Dewaele, 2018). It is a

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valid marker of work performance (Hou et al., 2018).

The people within an organization, including their personalities, give it an ability to innovate (Li et al., 2022). The link between creativity and personality is nuanced and not always straightforward (Zhang et al., 2024). Research has indicated that creativity is the result of the interaction between individual factors and personality. Studies have shown that personality and self-esteem affect creativity (Fuentes et al., 2019). For example, creative people also have high self-esteem (Chacon-Lopez & Maeso-Broncano, 2023). Fan and Cai (2020) reported that living in this world depends entirely on creativity. Meanwhile, researches have highlighted the link between creativity and emotional intelligence (EI) (Yu et al., 2019). According to the current study, EI may be one of the individual variables that contributes to our knowledge of the relationship between creativity and personality. The theory is predicated on the idea that EI supports cognitive processes including reasoning, problem-solving, and decision-making (Mayer & Salovey, 1993). This, in turn, promotes inventive behavior, which is related to employee creativity. Numerous researches have demonstrated the connection between creativity and EI (e.g., Jafri, 2019). There hasn't been much research done on EI as a tool to comprehend the relationship between the study's two variables. Given that EI has a moderating function in work attitude and performance, there is a vacuum in the literature regarding what constitutes a moderating influence in predicting employee creativity (Murmu & Neelam, 2022). Consequently, the study's second goal is to investigate how EI influences the association between creative thinking and personality factors. Comprehending the relationship between EI and the two variables could aid firms in creating intervention programs that foster employee creativity.

## Literature Review

### Creativity and Emotional Intelligence

Creativity and emotional intelligence (EI) have been studied recently (Jafri, 2018). One aspect of EI is to redirect negative emotions into problem solving (Tu et al., 2018). People with high EI produce creative results (Yildirim et al., 2019). Emotionally intelligent people promote creativity by exploring ideas (Xu et al., 2019). EI also increases creativity in employees (Darvishmotevali et al., 2018; Geher et al., 2017). Furthermore, Ivcevic and Brackett (2015) discovered that those who were more receptive to new experiences had higher creative levels. Students' "creative problem solving" was also significantly predicted by EI (Mohammadi, 2019). In a recent study, Sahin (2016) used a domain-specific methodology and discovered that there appears to be a distinct set of connections between EI traits and each creative domain. For instance, a substantial correlation was found between self-control and mechanical/scientific creativity, and sociability was significantly correlated with scholarly creativity (Mvududu, 2020).

The relationship between emotional intelligence and creativity was examined by Xu et al. (2019) using a meta-analysis that compiled 75 studies with a total sample size of 18,130. The findings indicated a moderately significant statistical correlation ( $r = 0.32, p < .01$ ) between these two constructs, and the relationship was stronger when emotional intelligence and creativity were measured using subjective reports, such as trait emotional intelligence and creative personality. Additionally, EI fosters effective emotion regulation, empathy, self-control, and collaboration—all of which have a significant and favorable impact on employee creativity (Kasuma & Rusdi, 2024). In gifted children, creative self-efficacy was considerably positively predicted by EI (Chen & Cheng, 2023).

Past studies have also found the moderating role of EI. Parke et al. (2015) discovered,

for instance, that employee creativity is moderated by EI through good affect. Similar to this, creativity moderate the relationship between potential for creativity and accomplishments (Sordia et al., 2019). The idea of creativity has, nonetheless, been the subject of extensive research and has been connected to personality traits as well (El Othman et al., 2020).

### **Creativity, Emotional Intelligence and Personality Traits**

The Componential theory of creativity shows that personality traits influence creativity (Wu & Wu, 2020). Sternberg's (2006) "Personality Investment Theory," defines the personality traits of creative people and according to him, creativity comes from six different but connected sources: mental skills, ways of thinking, motivation, knowledge, environment, and personality. A recent study on the connection between personality and creativity has expanded and produced reliable results (Jirásek & Sudzina, 2020; Novikova et al., 2020). Different studies have also linked various personality traits to different components of EI and creativity. In a study on software engineers in Pakistan, extraversion, conscientiousness, and openness to experience all positively predicted creativity (Amin et al., 2020). On the other hand, neuroticism negatively predicted creativity (Hong et al., 2020). Additionally, extraversion, and agreeableness had a favourable link with students' creativity (Abedini, 2021; Kirsch et al., 2021). Other studies also indicated that conscientiousness and openness to experiences (OTE) predicted employees' creativity (Zare & Flinchbaugh, 2018). Extraversion and OTE have a good correlation with creativity (Kuška et al., 2020).

EI is linked with the comprehension and regulation of feelings. These are the vital components in the formation of personality. Hence EI and personality are related. For example, a study in Pakistan found that EI and neuroticism had a negative relation. EI had positive relation with the other four

personality traits (Atta et al., 2013). Extraversion, agreeableness and OTE were important predictors of EI among Saudi Arabian university advisers (Alghamdi et al., 2017). Dong et al. (2022) and Szczesniak et al. (2020) found similar results. El Othman et al. (2020) also found a substantial correlation between higher extroversion and higher EI. They also found a significant correlation between higher neuroticism and lower EI. Neuroticism and conscientiousness did not affect EI (Kokkinos & Vlavianou, 2019). Conscientiousness and EI were positively correlated (Sanchez-Ruiz & El Khoury, 2019). Alegre et al. (2019) found that all B5 traits strongly predicted EI. EI and extraversion have been proven to have positive connections (Salceanu & Agapie, 2022).

Some researchers reported that EI moderated the link between extraversion, agreeableness, conscientiousness, and OTE. It also mediated the connection between neuroticism and gratitude (Szcześniak et al., 2020). El Othman et al. (2020) reported that EI mediates the association between intuitive decision-making style and conscientiousness. It appears to moderate the relationship between OTE and decision-making. Additionally, moderating regression analysis indicates that cultural intelligence increases the impact of EI on innovativeness (Darvishmotevali et al., 2018). EI also enhanced the relationships between conscientiousness, extraversion, OTE, and employee creativity (Jafri, 2019). Comprehending and analyzing creativity on an individual basis, particularly considering the moderating influence of emotional intelligence and personality, is crucial, particularly in highly contextualized settings where there is a theoretical vacuum in the literature. By examining the connection between the personality, EI, and its eventual impact on creativity, this study aims to close the gap.

From the above literature, personality traits and creativity might have a complicated

relationship. To uncover this, we sought to (a) examine personality traits and emotional intelligence as predictors of creativity in young adults, (b) determine if emotional intelligence affected the link between personality traits and creativity, and (c) evaluate gender differences in creativity in young adults. As a result, the following assumptions were tested.

H1: There would likely be a positive link between personality traits (conscientiousness, openness to experience, extraversion, agreeableness), emotional intelligence and creativity, and a negative connection between creativity and neuroticism.

H2: Personality traits and emotional intelligence would likely predict creativity.

H3: Emotional intelligence would likely moderate the link between personality traits (extraversion, openness to experience) and creativity.

## Method

### Research Sample and Design

The current study is a correlational research approach. The statistical population consists of young people (aged 18–35 years) from different cities in Pakistan ( $n = 100$  men and  $n = 100$  women). The demographic information of the participants showed that the mean age for both male and female participants was 24 years ( $SD = 3.74$ ).

### Measures

#### Big Five Inventory (BFI)

The five personality traits are measured using this self-report instrument (John et al., 1991). This 44 item scale is scored on a five-point Likert scale from 1 (completely disagree) to 5 (agree a lot). Extraversion (8 items), conscientiousness (9 items), neuroticism (8 items), agreeableness (9 items), and OTE (10 items) are the five subscales. For example, “can be kind of careless”, and “is creative and inventive.” The reliability coefficients for the key five factors are 0.75, 0.82, 0.89, 0.84, and 0.82 respectively.

#### The Schutte Self-Report Emotional Intelligence Test (SSEIT)

A self-report SSEIT (Schutte et al., 1998) consisting of 33 items, ranging from 1 (strongly disagree) to 5 (strongly agree) was used. General emotional intelligence is measured using four subscales of the SSEIT: emotion usage, emotion perception, emotion management, and emotion management of oneself and others. Items included “when my mood changes, I see new possibilities”. The reliability of the entire scale is .90. The sum of the all responses from each subtest determines the final score.

#### Kaufman Domains of Creativity Scale (K-DOCS)

Five categories of creativity (50 items) were evaluated using K-DOCS (Kaufman, 2012): academic, performing arts, scientific, everyday, and artistic. Here are a few instances of the items: "Writing a computer program" for Scientific; "Acting in a play" for Performance; "Understanding how to make myself happy" for Everyday; "Developing a fresh perspective on an old debate" for Scholarly; and "Appreciating a beautiful painting" for Artistic. On a 5-point Likert scale, 1 representing "much less creativity" and 5 representing "much more creativity," respondents rated their level of creativity relative to their experience level. Internal consistency reliability in this study was 0.93 for the overall scale and (respectively) 0.78, 0.82, 0.91, 0.82, and 0.91 for the subscales.

#### Procedure

After attaining official permission from relevant authorities, authors of the scales and the ethics committee, a Google Form link was shared with potential participants, and only those who were online with their consent, before obtaining permission from the authors of the scale. The participants also received guarantees of anonymity, information about the investigation's goal, and the option recruited who gave their formal consent and filled out the questionnaires completely. This was

followed by data analysis and interpretation.

## Results

**Table 1**

*Psychometric Properties for Scales (N=200)*

<b>Scale</b>	<b><i>M</i></b>	<b><i>SD</i></b>	<b>Range</b>	<b>Cronbach's <math>\alpha</math></b>
Personality Traits				
Extraversion	24.79	4.98	10-38	.59
Agreeableness	33.59	5.20	22-45	.63
Conscientiousness	29.21	5.50	14-43	.64
Neuroticism	25.64	6.56	9-40	.78
Openness	35.84	5.49	15-46	.64
Emotional Intelligence	122.93	17.31	45-159	.91
Creativity				
Self/Everyday	39.97	7.15	11-55	.83
Scholarly	37.86	8.06	11-54	.87
Performance	31.54	9.60	10-50	.90
Mechanical/Science	29.13	8.35	9-45	.89
Artistic	31.23	8.57	9-45	.90

Note. *M*=Mean, *SD*=Standard Deviation

Table 1 provides the Cronbach Alpha for the scales and sub-scales used in the study.

**Table 2**  
*Correlations for Study Variables (N=200)*

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Gender	---	-	-.07	.04	.03	.16*	.04	.09	.02	-.06	-.16*	-.20**	.07
2. Age		---	.22**	.32*	.19*	-.05	.17**	.12	.07	.14	-.08	.06	.00
3. Extraversion			---	.19*	.43*	-.15*	.30***	.38***	.45**	.23**	.16*	.16*	.12
4. Agreeableness				---	.30*	-.02	.26***	.39***	.30**	.34**	.09	.19**	.20**
5. Conscientiousness					---	-	.28***	.40***	.47**	.16*	.10	.10	.12
6. Neuroticism						---	.01	-.11	-.21**	-.18**	-.15*	-.16*	-.07
7. OTE							---	.55***	.48***	.38***	.07	.18**	.25***
8. Emotional Intelligence								---	.68***	.43***	.15*	.22**	.24**
9. Self/Everyday									---	.48**	.25**	.33**	.36**
10. Scholarly										---	.62**	.58**	.67**
11. Performance											---	.63**	.68**
12. Me/Sc												---	.66**
13. Artistic													---

*Note.* \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ ; OTE = Openness to experience; Me/Sc = Mechanical/Scientific

Table 2 shows the correlation among BFI, EI, and creativity and their Pearson correlations. Conscientiousness, OTE, extraversion, agreeableness, EI and creativity were positively related. However, neuroticism was negatively related to creativity. All personality traits except neuroticism had significant positive relationship with EI. Neuroticism did not have any relationship with EI.

**Table 3**

*Regression Coefficients of Personality Traits and Emotional Intelligence on Creativity (N=200)*

Variables	<i>B</i>	<i>SE</i>	<i>t</i>	<i>p</i>	95% <i>CI</i>
Constant	63.28	21.68	2.92	.004	[20.53, 106.04]
Extraversion	.70	.49	1.42	.156	[-.27, 1.66]
Agreeableness	.84	.44	1.89	.061	[-.04, 1.71]
Conscientiousness	-.18	.45	-.41	.685	[-1.08, .71]
Neuroticism	-.77	.33	-2.33	.021	[-1.43, -.12]
Openness	.83	.46	1.79	.075	[-.09, 1.74]
Emotional Intelligence	.46	.16	2.88	.004	[.15, .77]

Note. *CI* = Confidence Interval

Table 3 shows the effect of personality traits and emotional intelligence on creativity in young adults. With an  $R^2$  value of .23 and  $F(6, 193) = 9.60, p < .001$ , the predictors explained 23% variance in the outcome variable. The table showed that

neuroticism negatively predicted creativity whereas emotional intelligence positively predicted creativity. Moreover, extraversion, agreeableness, conscientiousness, and OTE did not predict creativity.

**Table 4**

*Moderation of Emotional Intelligence Between openness and Creativity (N=200)*

Variables	Model 1			Model 2		
	<i>B</i>	$\beta$	<i>SE</i>	<i>B</i>	$\beta$	<i>SE</i>
Constant	169.72***		2.13	172.28***		2.28
Openness	4.65	.14	2.56	2.22	.07	2.66
EI	11.05***	.33***	2.56	9.74***	.29***	2.56
Openness $\times$ EI				-4.66**	-.20**	1.67
$R^2$	.18				.21	
$\Delta R^2$					.03**	
Constant	169.72***		2.12	171.61***		2.20
Extraversion	4.43	.13	2.30	4.10	.12	2.26
EI	11.95***	.36***	2.30	10.13***	.31***	2.36
Extraversion $\times$ EI				-5.04**	-.18**	1.83
$R^2$	.18				.21	
$\Delta R^2$					.03**	

Note.

Table 4 shows the moderation of EI between OTE and creativity and the moderation of EI between extraversion and creativity. In openness Model 1, the findings revealed that OTE  $\times$  EI predicted creativity. The  $\Delta R^2$  value of .03 revealed a 3% variance change in model 1 and model 2 with  $\Delta F(1, 196) = 7.77, p < .01$ . Hence, the

link between OTE and creativity was moderated by EI.

In Model 2 of extraversion, the findings revealed that extraversion  $\times$  EI predicted creativity. The  $\Delta R^2$  value of .03 revealed a 3% variance change in model 1 and model 2 with  $\Delta F(1, 196) = 7.63, p < .01$ . Results show that connection between extraversion and creativity was moderated by EI.

## Discussion

The goal of this investigation was to study how personality traits and EI can be used to predict creativity in young adults. Except for neuroticism, the research findings indicated a considerable positive link between EI, personality traits, and creativity. These were supported by Taneja et al. (2020). They discovered a favorable connection between EI and personality traits (OTE, conscientiousness, extraversion, agreeableness). Moreover, Hjalmarsson and Daderman (2020) discovered that EI had a positive association with all personality qualities, except neuroticism, with which it had a negative relationship. It suggested that having a neurotic personality could lower one's emotional intelligence. Similarly, Arslan et al. (2017) found a negative link between neuroticism and EI.

It was also found that OTE is strongly positively linked with creativity. Tan et al.'s (2016) findings that individuals with high openness scores also reported high intrinsic motivation, which in turn improved self-rated creativity, also supported this conclusion. Similar to this, Chen et al. (2019) found that OTE and cognitive flexibility contributed to students' creativity. Five distinct categories of creativity by Kaufman were found to be significantly related to OTE in another study by Tidikis and Dunbar (2017). Similar conclusions were reached by Jafri (2019) in his study on workers, who found that conscientiousness, extraversion, and openness to new experiences all significantly boosted workers' creativity. According to findings, only neuroticism significantly negatively predicted creativity, but EI was found to be a positive predictor of creativity. Even yet, research has shown that EI predicts various creative areas, which is supported by other studies (Rodrigues et al., 2019; Silva & Coelho, 2018; Xu et al., 2019). This may be due to an individual's greater capability to maintain happy affect while also being able to direct negative affect in more productive

ways (Richardson & Mishra, 2018). Gao et al. (2020) indicated that neuroticism displayed a U-shaped connection with creativity, are consistent with the negative correlation of neuroticism with creativity. Similar to this, neuroticism negatively predicted creativity (Amin et al., 2020).

Extraversion, agreeableness, conscientiousness, and OTE were not found to be predictive of creativity in our study. This contradicted earlier research conclusions. This may be because different tasks may elicit different components of creative thought, and creativity is a multifaceted construct. While some tasks may not exhibit a substantial association, others may be more strongly associated to particular personality traits. However, one study by Silvia et al. (2009) found that agreeableness and conscientiousness did not predict creativity.

The findings additionally showed that EI and all domains of creativity, including everyday, performance, artistic, academic, and scientific creativity, were positively correlated. It makes sense to talk about how EI and creativity relate to particular domains because this information can be useful in developing creativity in those disciplines. Creativity subscales (scientific and artistic) were linked to thought facilitation. It is an EI component that highlights whether moods may be employed to support cognition (Kaufman et al., 2015). Previous investigation has demonstrated the link between EI and creativity subscales (performance, daily and scientific) (Tu et al., 2018). Furthermore, the mechanic/scientific creativity was predicted by a component of EI (Mvududu, 2020).

In this study, EI moderated the connection between extraversion-creativity. It also moderated OTE and creativity. Jafri (2019) also found that EI greatly strengthened the connections between the creativity and extraversion of an employee. Ivcevic and Brackett (2015) also reported that affect regulation moderated of the link between creativity and OTE.



## Conclusion

Understanding the link between personality traits, EI, and creativity in adults was the goal of this study. A significant positive link between four personality traits, EI, and creativity was found in this study. Moreover, personality qualities like agreeableness and conscientiousness predicted creativity in the presence of EI. However, neuroticism negatively predicted creativity. Finally, it was discovered that EI improved the link between creativity and personality traits like extraversion and OTE.

## Limitations and Recommendations

There are undoubtedly a few limitations. The work is correlational, making it impossible to evaluate causal relationships. Therefore, the existing methodology does not fully explain how personality traits and EI are related to creativity. Additionally, a highly particular operational definition of creativity is being used in our research. A vast variety of creative endeavors, including those in the domains of art, poetry, technology, and more, are undoubtedly a part of the human experience. The current research only looked at a small portion of this varied set of skills. The fact that this study only used a quantitative methodology is one of its shortcomings. It would be advantageous to take a qualitative approach to future studies because emotional intelligence and creativity are ideas that are dependent on interaction. We advise using a mixed-technique approach in future studies.

## Implications

This study helps to highlight the significance of personality factors in young people's creative abilities. Testing the contribution of EI to the personality traits-creativity relationship is more critical. No one has looked at the processes through which EI promotes creativity. This study, in our opinion, adds to the continuing discussion concerning how unique personality traits relate to various creative fields. These results can be utilized to help people of all ages be guided and nurtured to

maximize their creative potential by making the best use of their natural abilities and traits.

## Contribution of Authors

Faiz Younas: Methodology, Writing - Reviewing & Editing, Supervision

Maryam Khalid: Conceptualization, Investigation, Data Curation, Formal Analysis, Writing – Original Draft

Shazia Qayyum: Methodology, Writing - Reviewing & Editing

## Conflict of Interest

There is no conflict of interest declared by the authors.

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## Data Availability Statement

The datasets of the current study are not available publicly due to ethical reasons but are available from the corresponding author [S.Q.] upon the reasonable request.

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