

## A Theoretical Model to Measure Creativity at a University

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**ABSTRACT** Measuring creativity at a tertiary educational level has been problematic due to the diverse teaching and learning processes and programmes used in tertiary educational institutions. The objective of this research paper is to develop a theoretical model to measure creativity on a tertiary education level to actively support the creative development of students. To develop this model, the experimental design included an extensive literature study of various creativity models in order to identify the constructs that influence the creativity of university students. A total of twenty-eight creativity influences were observed which ultimately culminated into the selection of the eleven most important influences which resulted in a theoretical model. This model is of great value because tertiary education is important in equipping graduates with creative skills to apply in the global and competitive business and social environments.