

Cross-Level Impact of High-Involvement HRM Strategies on the Creativity of Core Members in Live Streaming Teams: A Mechanistic Study Mediated by the Sense of Thriving at Work

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ABSTRACT

To explore the influence of high-engagement human resource management (HRM) strategies on the creativity of core members in live streaming teams, this paper establishes a research framework based on literature review and analysis. The personal attributes of anchors serve as moderating variables, while "learning" and "vitality" from the perspective of workplace thriving are identified as independent variables, and "creativity" is the dependent variable. Data from 106 anchor team samples and 506 individual anchor samples were obtained via surveys and subsequently analyzed using SPSS 26.0 and Mplus 8.3. Results from exploratory and confirmatory factor analyses indicate that high engagement in HRM strategies positively impacts creativity. Furthermore, learning and vitality mediate the relationship between HRM strategies and creativity, while anchor characteristics modify the mediating effects of learning and vitality. Based on these findings, the study concludes with specific recommendations for anchor recruitment and the assembly of live streaming teams.

Keywords: Creativity, Workplace Thriving, High-Involvement HRM Strategies, Dynamic Learning