

EXPLORING THE RELATIONSHIP BETWEEN CREATIVITY AND ACADEMIC EXCELLENCE AMONG GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

AUTHORS

Jeremy Eneria
Joshua Garcia
Kent Justin Lacambra
Tricia Mae Lugtu
Yumi Aizel Ocbian

RESEARCH ADVISER

Rica Mae Berja

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

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This study explores the relationship between creativity and academic excellence among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Creativity is a key element of cognitive development and is closely linked to problem-solving, critical thinking, and innovation—skills that contribute to academic success across various disciplines. Grounded in Dietrich and Haider’s theory on the neurocognitive aspects of creativity in academic performance, the study aims to assess how different dimensions of creativity—including adaptability, emotional expression, collaboration, active learning, positive academic attitude, and resource utilization—correlate with students’ academic achievements. A correlational research design was employed to examine the relationship between creativity and academic excellence. A total of 200 Grade 12 HUMSS students were selected through simple random sampling to ensure equal representation. A structured survey instrument was used to gather data on creativity and academic performance, and statistical analyses such as frequency, percentage distribution, and correlation were applied to assess patterns and relationships within the data. The findings revealed strong agreement among respondents on the role of creativity in enhancing academic performance. The highest average scores were recorded in specific aspects of creativity (mean = 3.47) and academic excellence (mean = 3.41), indicating a notable positive correlation. Tables summarizing ranked responses supported the quantitative outcomes. An action plan was formulated based on the results, suggesting the use of digital tools and visual aids (e.g., sticky notes), data analysis for identifying learning gaps, and setting SMART goals to foster creativity in academic contexts. The study concluded that creativity plays a significant role in promoting academic excellence among HUMSS students. It emphasized the importance of integrating creative strategies in educational practice. To further support student development, the researchers recommend the implementation of teacher training programs focused on creative teaching techniques to boost engagement, motivation, and academic outcomes. These findings underscore the value of fostering creativity as a core component of effective senior high school education.

RECOMMENDED CITATION

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