

## ISSUES REGARDING THE ROLE AND IMPORTANCE OF CREATIVITY IN ENTREPRENEURSHIP

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**Abstract:** *The socio-economic development of societies in general and of economic entities in particular, depend on the way in which the results of technological and scientific progress are implemented in entrepreneurial activity. Innovation and creativity give entrepreneurship the opportunity to lead to economic growth. The role of creativity in entrepreneurship can be manifested by identifying methods that can lead to reduced costs, increased productivity and competitiveness and increased turnover. The multitude of problems that must be solved permanently, determine the entrepreneur to make the most of his creative ability, ingenuity and accumulated knowledge. The development of creativity can be a personal strength in approaching an entrepreneurial activity. Valuing creative ideas, combined with the ability to use the opportunities offered by the environment, can be the strengths of a successful entrepreneur. Starting from the specialized literature in the field, the present paper wants to make a plea in favor of the implementation of creativity and innovation in the development of entrepreneurship.*

**Key words:** *entrepreneurship, creativity, innovation, technological progress.*

**JEL Classification:** *M13, O31, O32.*

### 1. Introduction

Economic development in general and entrepreneurship in particular is based on identifying and using those results of research and innovation that can generate advantages over competitors.

Implementing the concepts of creativity and innovation in entrepreneurship can be a very important aspect in approaching and developing business. The valorization of creative ideas, cumulated with the use of all the opportunities that the environment can offer, can be aspects that generate assets for a successful entrepreneur.

Creativity, innovation, innovations can be considered as the source of entrepreneurial activity. Generating new ideas based on stimulating creativity is a factor that stimulates entrepreneurial activity. In this sense, the use of methods to stimulate creativity presented by the literature, provides an important advantage.

In order to have an entrepreneurial activity that generates added value, that identifies and makes the most of new technologies and products in the market, the entrepreneur must carry out his activity on a creative basis, so that he can introduce a novelty in the field.

In order to discover original solutions for the development of a business, the entrepreneur must approach a creative attitude, in order to solve the problems that may arise in his activity, but also to maximize the opportunities offered by the environment. Implementing innovative business ideas can lead to problems that may arise. To generate these ideas the entrepreneur must rely on creativity.

Entrepreneurial mentality and competence is based on entrepreneurial education which must focus on using creativity as an asset in running and developing business.

The development of creativity, the use of methods to stimulate creativity, the implementation in business development of new, innovative ideas, are aspects that can lead to the development of entrepreneurship.

Creativity-based entrepreneurship is an opportunity for entrepreneurs who know and know how to use methods to stimulate creativity. Education and experience in this field allow people who want to have an entrepreneurial activity to use this knowledge in order to develop their own business. Integrating new ideas is essential for business development. In this way both the technological processes and the products and services delivered on the market will be updated in accordance with market trends and customer requirements.

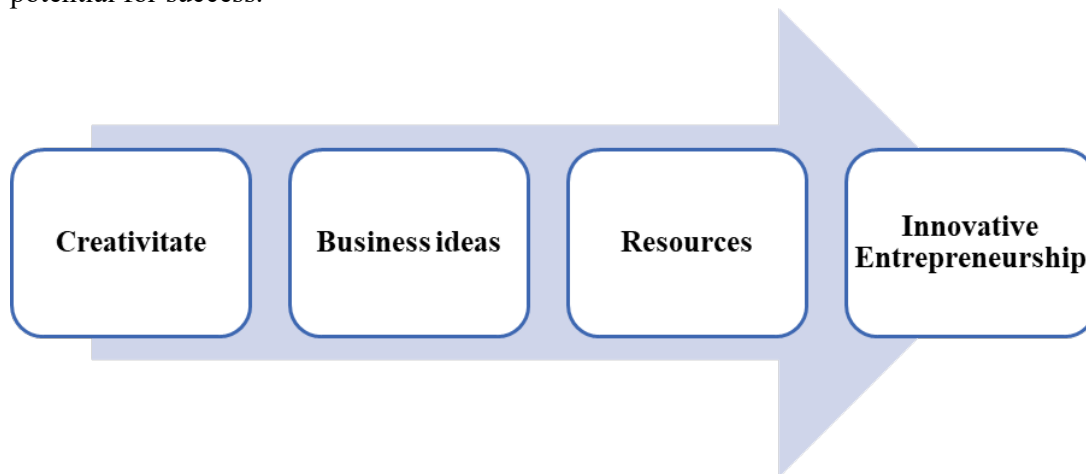
## 2. The importance of creativity in entrepreneurship

Any business involves creativity. Entrepreneurial creativity offers the entrepreneur the chance to approach an innovative variant of the business, so that starting from a single idea to generate complementary activities that generate value.

A creative entrepreneur must be able to use and maximize his new ideas. Although for many entrepreneurs starting and running a business is a goal, a goal in itself, for those of them who have creative skills, the business can become a way to enhance their creative, innovative ability. In this way, the purpose of running your own business will not only be to make a profit, but will also manifest itself in the desire to give an innovative note to the products and services sold.

Not infrequently, the approach of entrepreneurship in terms of creativity determines the emergence of new businesses on the market, both in terms of logistics and in terms of innovations in the field of activity, generating a sustainable development (figure 1).

In order to obtain future qualitative results, it is appropriate to make optimal use of all resources. Starting a new, creative activity, which will succeed in putting new, innovative ideas into practice, is an activity that can be considered as having a substantial potential for success.



**Figure no. 1.** Approaching entrepreneurship through the prism of creativity

In order to identify new business opportunities, entrepreneurs can use methods that, by stimulating the imagination, creativity, lead to the production of new ideas.

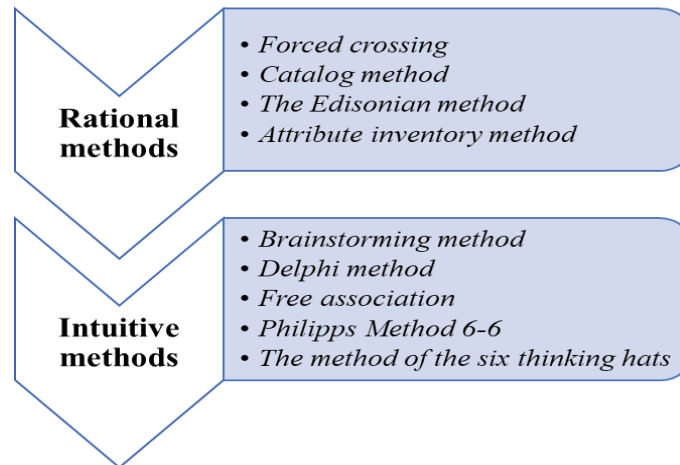
By educating one's own intellect and developing intellectual processes such as imagination, memory, thinking, one can achieve the stimulation of human resources engaged in running a business to use their creativity.

Among these, man is the decisive component, his quality decisively influencing the results of the activity of economic units. All leadership functions are performed by people, the success or failure of the leadership activity depending on the mastery of the art of working with people.

In the business area that includes creativity as an asset, a main strength is the human resource, its quality and its ability to use methods and techniques to stimulate creativity. Creativity techniques have been developed and are constantly being improved precisely in order to be able to exploit people's creativity and thus be able to identify viable solutions to solve problems.

There are several techniques, relatively simple to understand and apply, that can lead the entrepreneur to find new ideas for his own business (Albu, 2014). These can be considered as belonging to two categories (figure 2):

- rational methods, based on logical, systematic approaches
- Intuitive methods, which stimulate the use of imagination



**Figure no. 2.** Methods to stimulate creativity

In order to be able to apply these methods, the entrepreneur must have an openness to novelty, be able to create a framework to affirm the creative initiatives of the group of people on which he relies in order to launch his business. The role of these techniques and methods of stimulating creativity is to stimulate and nurture creativity, either at the individual or group level.

### **2.1. Adopting appropriate decisions in entrepreneurship based on the "Thinking Hats" method**

When deciding to start an entrepreneurial activity, the initiator of this activity can rely on the experience in that field, on the level of knowledge gained, on capital, labor, and a number of other factors that can support this activity. Based on all the above aspects, the entrepreneur must adopt and implement decisions that will determine the success of his actions.

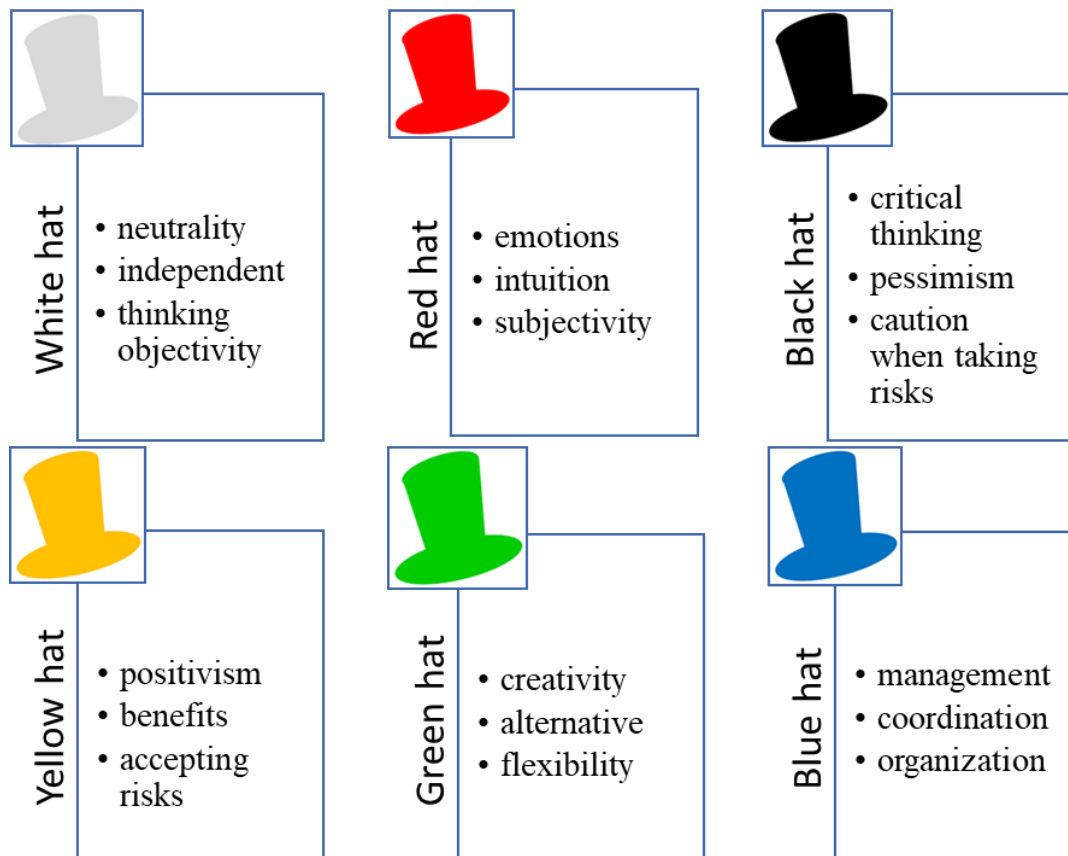
In order for these decisions to be inspired, the risks to be minimized, and the activity to be profitable, the entrepreneur can rely on the application in practice of a parallel thinking method, the "Thinking Hats" method, one of the most powerful thinking tools. for dealing with crisis situations.

Each "hat" is a way of looking at a problem. The data underlying the decisions will be viewed and processed through a single dimension, thus avoiding the overload of thinking.

Each member of the group who participates in the application of this method will treat the problem in one form. The approaches are:

1. the white hat considers the data collection, without any interpretation
2. The red hat allows the group to be intuitive but emotional, without motivating the statements
3. The black hat stimulates the identification of threats, barriers that may be encountered in the adoption of the decision

4. The yellow hat implies the possibility to identify the positive aspects that derive from the decision
5. The green hat invites all members of the group to maximize their creative capacity
6. the blue hat is the one under which the group is coordinated in order to conclude the results of the application of the method



**Figure no. 3.** Peculiarities of the Thinking Hats method

When the entrepreneur tries to find the best course of action, he must look at his business through the eyes of the six thinking hats. In this way, moving from exuberance, optimism, from the situation in which uncertainty is not seen as something that could destabilize the business, the entrepreneur must then look at his business with critical eyes, putting the associated risks, to address critical thinking, even pessimistic.

Having a perspective from all these points of view, the entrepreneur will be able to decide the middle way, the one that will provide him with the optimal business alternative. This "game" stimulates comprehensive thinking, and gives the chance to develop a business plan from alternative perspectives.

### **3. Creative industries, area of interest for entrepreneurs**

In general, a business is promoted by what it creates, by its uniqueness and by its human potential. The area of creative industries includes those sectors of activity that are

based on their development combining the ability to create added value and jobs and the characteristics of entrepreneurs, respectively creativity, skills and individual talents (Cojanu, V, etc., 2016 ).

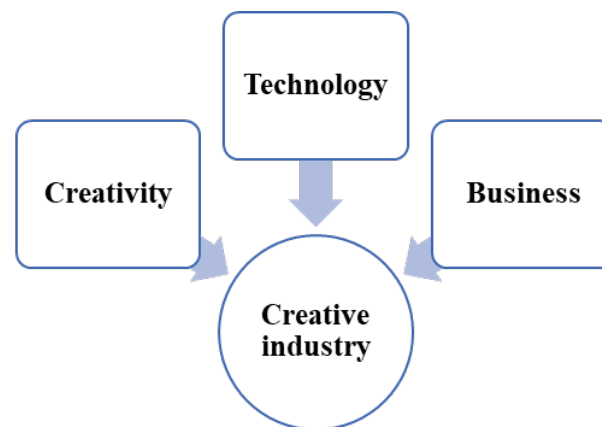
In order to integrate the creative industries into the complex of "traditional" business, at the level of the European Commission, a body called the Alliance of European Creative Industries (ECIA) was created in 2011. As defined in the Creative Europe program, "Cultural and creative industries are those industries that produce and distribute goods and services which, when created, are considered to have a specific characteristic, use or purpose that materializes or transmits cultural expressions, regardless of the commercial value they can have "(EC 2011).

In the context in which the specialization of assets, in almost all fields of activity, has registered a very accelerated pace of development, an alternative of a business can be the original approach based on new creative ideas.

Choosing to start a business in an area where creativity plays an important role is justified by the benefits that such an industry can bring.

The main advantages can be mentioned:

- creating a friendly work atmosphere that favors approaching the workspace in a particular, personalized way
- importance attributed to the human factor and the possibility to offer employees the chance to show off their imagination, creativity
- the possibility of starting a business in a non-conformist area, such as the rural area, the location being in this case our strong point
- maximizing the synergy between creativity, technology and business



**Figure no. 4.** Synergistic concept of the creative industry

A brief enumeration of the fields of activity in which creativity, and its transformation into business, is paramount, allows the specification of the following sectors:

- IT, software
- Mass media
- Advertising
- Design
- Crafts
- TV, radio
- Visual arts
- Fashion

In order to be able to assert itself in one of these sectors, the entrepreneur must have and be able to highlight assets such as:

- Creativity
- Ability to create one's own image and promote it
- The desire to learn constantly, to be up to date with trends in the field
- Determining to turn your passion into a business
- Ability to adapt to trends in its field of activity and market requirements

All these advantages are vital for approaching a business based on creativity, but their maximum use must be based on the main managerial functions, namely planning, organization and control. In this way you can lay the foundations for a successful business.

#### 4. Conclusions

Starting from the main objective of an entrepreneurial activity, namely to lead to economic growth, identifying the synergy between creativity, technology and business is an asset that any creative entrepreneur must maximize in carrying out his activities. In this sense, the entrepreneur must identify those opportunities from the external environment that, based on his creative capacity to be highlighted and used as appropriate as possible.

The development of innovative entrepreneurship must be based on both its own strengths, such as creativity, imagination, and the ability to identify those areas of the economic sectors in which these strengths can be highlighted.

Stimulating creativity by using methods and techniques that can lead the entrepreneur to come up with new ideas for their own business can lead to benefits for their own business, such as increased competitiveness and market share and reduced costs. Any business involves creativity.

Entrepreneurial creativity offers the entrepreneur the chance to approach an innovative variant of the business, so that starting from a single idea to generate complementary activities that generate value. Integrating ideas is essential for business development. In this way both the technological processes and the products and services delivered on the market will be updated in accordance with market trends and customer requirements.

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