

Explaining the Relationship between Creativity, Innovation and Entrepreneurship

Akbar Fadaee *

Department of Social Sciences, Razi University, Kermanshah, Iran.

Haitham Obaid Abd Alzahrh

B.A.Sc in Public Administration, University of Baghdad, Iraq, Department of Social Sciences, Razi University, Kermanshah, Iran.

*Corresponding author: daniafadaee65@gmail.com

Keywords	Abstract
Creativity Innovation Entrepreneurship	We're living in an era when the speed of innovations and inventions in the fields of science, culture, technology and industrialization is more accelerated than any other time in the history of mankind. Entrepreneurship has been identified as an engine of economic and social development in this period that can lead to growth and development, increase productivity and create jobs. However, the concept of entrepreneurship is merged largely with concepts such as creativity and innovation. So in this article it is tried to see these key factors as development of communities together. In this paper, first the concept of innovation was introduced, then the difference between creativity and innovation comes, at the end the relationship between creativity, innovation and entrepreneurship is depicted.

1. Introduction

At present, the rapid changes are happening so fast that have prompted today's organizations to ensure their survival by the launch of innovative products and services with advanced technology, and this requires creativity, innovation and entrepreneurship.

The role of these three important factors can be summarized:

- Creativity is an individual ability that can lead to an intact invention or idea by the creative person.
- Innovation is the process to convert invention or idea into a marketable product or service.
- Entrepreneurship is an individual characteristic that leads the innovation process successfully in bringing a product or offering a new service to market despite many obstacles [5].

Because entrepreneurship requires a special kind of creativity and entrepreneurship in the entire process, from initial idea generation to finance sale, all require creativity. In this section, we describe the Creativity and then entrepreneurship will be checked.

2. A review of the literature

2.1 Creativity concept

Many believe that creativity is an inherent and inherited characteristic that only some lucky people are born with it. Today, it is proved that this ability is common among the human species and all at birth have this talent in varying degrees. Creativity has been defined in different and numerous ways. But in all of these definitions, two concepts of new and suitability are shared. Creativity takes place when the person takes a new solution to a problem that is faced with. This definition contains two elements; first one is the problem solution and second new and innovative solution to the problem solver [6].

For creative thinking, the development of four categories of skills is essential:

1. Divergent thinking ability that creates very different solutions to a wide range of dimensions and angles can be regarded as a problem.
2. Having a vast knowledge and useful experience in the field of creativity.
3. The ability to communicate with others in order to exchange experiences and information.
4. Person capacity for critical analysis, because a person reaches to different solutions during the formation of creativity that is essential to choose the right solution and exclusion of other solutions and to have an accurate judgment and criticism [11].

In researches conducted on twins, identical and non-identical, there was reported a very weak role of genetic factors on creativity. In most definitions of creativity, the emphasis is on the weak role of genetic and innate creativity and the ability is noted that can grow and be increased. Thus, creativity is generalizable to all individuals and all have some degree of creativity. Today, there is no argument about whether creativity is innate or acquired, it tries to determine creativity and all related to the field of Psychology and business management correctly and develop its different aspects [4].

Creativity needs several individual and interpersonal factors. Suitable environment, informed parents, competent coaches, training programs, individual differences and hard work are the accessories of creativity [11].

3. Describing the factors

3.1 Elements of Creativity

Creativity is composed of several elements. Amably, Head of Research at Harvard Business School, knows three elements of subject-related skills to subject and topic, creativity and motivation as the main components.

Skills relevant to the topic

Relevant skills include: knowledge and understanding about facts, principles and theories of that matter that is obtained through talent, experience and training in the field. There is clear that a man before becoming creative must have skills that most of us neglect it. Although

people who are newly arrived in a matter and do not know its difficulty and complexity, can give an idea better than informed people. Even some people believe that the greatest obstacle to creativity is our knowledge, not from what we don't know. So here comes a challenge that if skills related to the topic are increased, the creativity will be decreased or increased? The greater our knowledge increases, our constraint to the subject and the fear to new situations will be more. To address these challenges, the skills that will help your creativity and break mental shackle due to subject knowledge should accompany the topic skills. This is in the shadow of this compound that there will be no fear by an increase in knowledge, because it would enable a person with creativity skills to release from shackle and create new ideas.

Skills related to creativity

If a person enjoys the highest level of topic skill, but lacks creativity skills, never is able to do creative work. His topic skills would be the biggest obstacle to creativity. But if you got the creativity skills, you can use topic skills in a new way, or increase them and adopt better ways to use them.

Motivation

One of the most important components of creativity is incentive that it would be interesting and fun for everyone. Obviously, the ability to learn new subject in general depends on the mental state of man, not a God-given talent, and the ability to learn reaches to peak when someone has full and unconditional love like the child does when learning to walk, if we look carefully, we see that he takes all his energy to walk. Only it is in the light of such interest that the necessary mental energy to understand new and different issues arises. This motivation is very high in entrepreneurs because they desired their business.

However, Mably emphasizes in his comments on the intrinsic motivation, but in a comprehensive study about creative entrepreneurs, he reached the conclusion that a special type of external motivation can serve underside motivation to be that way any external factors that can foster a sense of competence, without feeling drained his autonomy, will be added to intrinsic motivation. Also rewards that increases person's competence or would able him to do amazing things, can be effective as extrinsic motivations. Independence contributes to creativity in the process, because freedom in terms of how to deal with the job, increases the inner motivation of employees and their sense of ownership [5]. Creative people spend much of their time and energy to pay careful attention to their surroundings [8].

When a team is comprised of individuals with diverse backgrounds and approaches, their thinking will be stimulated and compounded in a beneficial manner. The teams must have three characteristics in addition to diversification:

Members of a team should create excitement and increase motivation to participate in achieving the desired goal. People should help other members and tend to show a spirit of cooperation among groups. Each member must recognize and commemorate others' unique knowledge.

These factors not only increase internal motivation, but also add expertise and creative thinking skills [8].

3.2 The creativity process

Some believe that creativity is something accidentally that occurs because of a pleasant event and it cannot be formed or create an idea in mind by different ways and organizational changes but the one thing that will spark ideas or words in the mind. Creativity generally has five steps to this process:

Capturing information

A creative person attracts the information and studies issues to explore and search for various solutions. In this time the mind of a creative person starts to work using raw data imperceptibly, and then parse, analyze and synthesize information to provide a solution to the problem.

Inspiration

In the stage called inspiration; creative person feels he finds the executive solution.

Test

After finding new solutions, creative person puts it to the test to observe success or failure. This step may also improve the quality of solutions. So by flexible attitude and thinking, merits and shortcomings of the solutions should be adopted.

Refinement

When the test was performed and confirmed the feasibility and applicability of the plan, there may need to be refined, which means that the optimal solution will be investigated.

Supply

the last stage is supplying creative thought, so that new ideas can be presented in such a way that it can be presented simply and practically. When the creative process is successfully done that the adoption of thinking is done [8].

3.3 Creative Techniques

Creativity techniques as a means to develop creativity and creative problem solving abilities help the person ability in all phases of creativity and creative problem solving process. In other words, each of these techniques, creativity boosts stage or stages of the creative process. These techniques are individual and in group, individual techniques including creative illusion, Do it ... The group techniques including brainstorming, six hats, Delphi, Synknyks and techniques that can be used both individually as well as collectively including Samper, breaking assumptions, why and morphologically. The main focus of the methods and techniques is breaking the mental templates using effective strategies as follows: [6].

Preventing immediate judgment: is an essential skill in creativity, because the immediate judgment about a solution eliminates innovative ideas.

The primary sense: is center of creation process, creative thinking that analyzes data for problem solving and releases major and non-major and non-useful items. This causes people to not be affected by the ruling idea.

Doubt: Creativity fulfillment requirement is that the people are not captured by assumptions because the purpose is changing the model.

Strong imagination: is one of the determinants of creativity, the ability to visualize objects, concepts, and processes. How the image is important.

The images are bright, strong, lively and varied, enabling greater innovation and creativity.

Imagination: of many innovations and inventions are the results of imagination. Many fictions have become reality today. One aspect of the method is that a person will replace him by an imaginary person or thing.

New approach: a different approach to the issues is an integral component of creativity. Creative people discover new aspects of the phenomenon, such as a creative artist with a different view of the issues that finds and draws in a painting.

4. Innovation

In today's competitive world, innovation is critical to the survival and success of creative people and innovative companies which are the source of innovation are a lifeline for companies such as if it is lost, doomed to be deterioration and destruction because the speed of global economic growth, great demand and limited supply will heat level of competition. Innovation is regarded key in the entrepreneurial process. Innovation is a specific action of entrepreneurial, a means by which the entrepreneur creates new CSP or increases a wealth of resources to enrich their potential for wealth creation. Innovation is a process that entrepreneurs have the opportunity to make their ideas become marketable. This means that they have to contribute to accelerating change.

Entrepreneurs combine creative ideas with market opportunities and actively pursuing an entrepreneurial opportunity to reality with the launch of the business [4].

4.1 Innovation Process

Innovation process is more than a good idea. Source of ideas is important and creative thinking may play a role in its development but the idea that comes from ideation is different from the idea resulting from extended thought, research, and work experience. More importantly, future entrepreneurs spend a good idea in various stages of development. Hence, innovation is combination of insights of a good idea and assist in the implementation of the idea. Essentially the concept of innovation is from management perspective, begins from thought and ends with the release of new product or service businesses. The following diagram illustrates the various stages of the process:

In this process, the person is authorized to release and to imagine different ways to spin the idea and then it becomes a practical, useful and appropriate concept (creativity), in following he converts applied ideas to goods, services ... (innovation) and at last by commercial distribution of goods and services produced, innovative process ends [9].

Usually innovation takes place in successive steps. The innovation process successfully implemented, it would need to ensure that this process occurs in the organization process, respectively. If one of these steps is not running, there will be fail [1].

5. The difference between creativity and innovation

Considering the complexity of the concept of creativity, it is necessary to distinguish the concept of innovation and creativity. Kuntz (1988) said innovation is application of new ideas from cited creativity and believes that innovation can be a new product, new service or a new way of doing something, but creativity is ability of creating new ideas and innovative thought. Albrecht (1987) told about Creativity and Innovation and distinguished them such that creativity is an intellectual activity to create new idea, and innovation is converting creativity to action or result (profit). He knows innovation as process steps required to conclude a new mastermind. From this point, the creative person can be non-innovative and have new ideas, but cannot supply or sell them. So often creative person is innovator, but all creative people are not necessarily innovative [10].

6. Entrepreneurship

The term entrepreneurship for the first time was defined by Kantylyvn. Entrepreneurship was from the beginning in all facets of human life and the basis of human development and progress and is a process that occurs in many different environments and sets, and occurs in the economy through innovation and people who react to economic opportunities and creates value for society and the individual [12].

It is valuable insight into the entrepreneurial creation of any process to achieve and pursue opportunities without regard to the resources available. It is quality that enables people to begin a new activity or the ability to develop and present innovative activities. Entrepreneurship is the process of creative destruction that is essential to the sustainability of economic development [7].

7. The relationship between entrepreneurship and innovation

Conceptual and theoretical relationship between entrepreneurship and innovation for years has been investigated in the literature. Economic principles of innovation attract increasing attention focused in recent years. The basic theories concerning the economic principles of innovation and innovation for the three models are: Entrepreneur pattern, the pattern of economic principles - technology and strategic pattern. Entrepreneur pattern goes back to the 1930s, for the first time, Schumpeter (1934) tried to find a relationship between entrepreneurs and innovators and entrepreneurs as innovators raised. He plays a large role in the economic development of innovation because entrepreneurs are generating innovations. The concept of the entrepreneur as an innovator, entrepreneur, will form the foundation model in which the role of the entrepreneur in the innovation process is highlighted. Overall, based on this model, innovation is a creative and entrepreneurial action [7].

8. Relationship between the creativity, innovation and entrepreneurship

Many organizations and companies have realized the importance of creativity and entrepreneurship. Role of creativity is to the extent that in the West it is called "death or creativity." Accordingly, the following pattern (J. He Kynb, 2005) is presented:

In this model, the three factors of innovation, creativity and entrepreneurship together to enhance the educational and career success.

Thread entrepreneurship has always been associated with innovation, creativity and entrepreneurship that is so necessary and interdependent Drucker believes that entrepreneurship can say without creativity and innovation does not bear any fruits. Results of some studies have pointed to the fact that entrepreneurs choose new businesses or established companies and institutions, not only for economic reasons, but mostly because there are jobs that innovation and creativity will follow. Shine also believes that the true entrepreneurs, the job is likely due to innovation and creativity begins to economic incentives [7].

9. Conclusion

Our age is acceleration age, transformation and change. This wave of change affects all our lives by planned or unplanned. Hence, a society is leading tin global competition that has skilled and creative experts. Currently, one of the contributing factors to transform the face of economic, social and industrial of a country is an entrepreneurial activity. Hence, in the new field, a society is leading in a competitive community that its graduates should be able to collect the creativity and dynamism of resources and effort to pay creative business and be entrepreneurs.

References

- [1] Ali, S. (2001), "Managing Creativity and Innovation in Organizations", Journal of tact, No. 110.
- [2] Emami nejad (2004), "Entrepreneurship in the appropriate organizational structure, organizational development, quality management and entrepreneurship", Journal of Management, Year 14, No. 89 and 90.
- [3] Feizbakhsh A. (2002), "about creativity" printing.
- [4] Feizbakhsh, A. (2003), "Entrepreneurship development programs and business objectives", Journal of Approach No. 29.
- [5] Ghasemzadeh (2001), "the importance of creativity in development" approach Magazine, Issue 26.
- [6] Hosseini, Afzal (2001), "Managing Creativity and Innovation Management" magazine No. 26 approach.
- [7] Kalantarian, Shima, Nargesi, Siamak; Gholami, S. (2012), "The relationship between entrepreneurship, creativity and innovation", Proceedings of the International Conference on Knowledge Based Entrepreneurship and business management.
- [8] Moshbeki, A. (2001), "Creativity can be nurtured talent in individuals and organizations", Journal of approach (26).
- [9] Samadaqayy, J. (1998), "entrepreneurial organizations", Public Administration, First Edition.
- [10] Shahraray, M., Madani Pour, R. (1996), "creative and innovative organization", Knowledge Management, pp. 34-33.
- [11] Tasbih sazan (2001), "The Psychology of creativity and its relationship to personality and intelligence", Journal of Approach No. 19.
- [12] Yegane, F. (2005), "The task of entrepreneurial of universities", Proceedings of the First International Congress of Movement.