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The Creative Entrepreneur: a Framework of Analysis

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Abstract

The term "creativity" is quite often used around us, especially lately, as today most people strive to be creative. The main reason for this is that creativity seems to represent an advantage in front of others. Entrepreneurs are extremely proactive and it is this orientation towards action which leads to their success in business, but also in their personal lives. The "creative entrepreneurship" has become a term which refers to the business activity of entrepreneurs belonging to the creative industries. The creative entrepreneur is the type of entrepreneur concerned with the creation and exploitation of creative or intellectual capital. He or she is an investor in his or her talent, but also in that of others. The aim of this paper is twofold: to offer an overview on creativity and creative entrepreneurship, and to make a comparative literature review of the creative entrepreneurs' characteristics.

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1. Introduction

Today, almost everyone aspires to be creative, from politicians and businessmen to football players and students; in business, it can be said that being creative, or having a high level of creativity has become the ace in the hole for

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competitive advantage on crowded markets.

Defining creativity is as frustrating as a search for the needle in a haystack or how Leslie Owen Wilson well said: it is as frustrating as trying to collect liquid mercury once used to make thermometers (Wilson, 2015). When the thermometer is dropped and its housing breaks, the mercury that is encapsulated will separate into small balls. It is almost impossible to collate all these balls without considerable effort, given that every attempt to capture them, mercury causes continued division.

“Creator”, “creation”, “creativity” are some of the most overused words and ultimately the most misleading ones. Stripped of any particular significance by a generation of bureaucrats, public servants, managers and politicians, the word “creator” became almost unusable (Tusa, 2003).

Beautiful and successful businesses can be set up in any sector of these industries: advertising, architecture, arts and antique markets, crafts, design, designer fashion, interactive leisure software (electronic games), music, performing arts, publishing, software and computer services, television and radio, film and video, with the condition to respect the rules of entrepreneurial initiatives.

2. Creativity

2.1. Definitions of Creativity

The brief definitions of creativity are subjectively interpreted, both by those who conceive them and by those who read them. Most of us know that something is created when we see it, hear it or experience that something, even if we cannot say to those around us why. It simply is creative for us, it reaches us in a certain chord, in a certain way, is something totally different and unique, offering a new understanding or a whole new perspective to each one of us! Creativity can evoke a strong emotional or physical response, which will take our breath away, or anything that may cause either joy or surprise.

According to Webster online dictionary, creativity is the ability or the power to create, to bring into existence / life, to invest with a new form, to produce through an imaginative feature, to make or to give life to something new (Merriam Webster, 2015).

Wikipedia defines creativity as a mental characteristic, even an intellectual one, that allows a person to think outside the box, which leads to innovative or different approaches for a given task (Wikipedia, 2015). In fact, nowadays, for a better understanding of things surrounding us, we are all advised to think outside the box.

In *Management and Creativity* the author, Chris Bilton (lecturer at the Center for Cultural Policy Studies and Director of the MA in Creative and Media Businesses, University of Warwick) talks about the so called real creativity, asserting that this cannot be found in the independent and self-sufficient creative teams, but in the ability to make connections between different ways of thinking and different types of people (Bilton, 2007). For Bilton, creativity should not be assigned to a specific mood, in a room, a certain type of man, an individual, but it is found in the transition points between different ways of thinking. What happens if we close the door? We will never be able to hear the whole story.

If the American writer Henry Miller defines creativity as the emergence of a composition which is new and valuable, the entrepreneur John Haefele considers creativity as the capacity to make new combinations of social value.

In *Creativity – Flow and the Psychology of Discovery and Invention*, the author and psychologist Mihaly Csikszentmihalyi defines creativity as being any act, idea or product that modifies an existing domain or that converts an existing domain into a new one ... What matters is whether the novelty that he or she produces is accepted for inclusion in the field (Csikszentmihalyi, 2013).

According to the studies conducted by Sternberg, creativity is a very complex human performance and event, one of the highest levels of performance and achievement to which humanity can aspire. For many in arts, including creative writers and poets, the highest degree of the creative process is almost a combined response of the whole being, involving all aspects of such a person's response repertoires (Sternberg, 1988). Many of creativity's sub-components are simultaneously and / or sequentially combined in order to approach to this almost total response of the human being.

Rollo May, known author, existential psychologist and philosopher, in *The Courage to Create*, defines creativity

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