

**Key words:** *creativity, knowledge, performance, innovation.*

**Abstract:** The human factor is in the centre of the production process of knowledge through its creative thinking which delivers new ideas. The entire progress of science, technique and art are the results of creative spirits whose potential must be constantly and under favourable conditions stimulated, in this way being possible to remove the external and internal blockings, in order to encourage freely association of ideas.

Creativity must be present in all the activities of an enterprise which is living in this new society of knowledge; without renovation and progress – consequences of practical manifestation of creativity – the enterprise is losing its viability and cannot promptly reply to the new changeable requirements.

At the level of a modern enterprise, the creative approach must be oriented to define and to apply real solutions in order to cope with all the problems, into a continuous and changeable environment and a powerful competition one, for anticipation and direction of future evolutions.

As a result of creativity, the change and innovation are the main scopes of economic progress. But in order to obtain a long term performance, these should be assumed into a continuous and cumulative manner.

The opening to progress is leading the enterprise to a continuous adaptation to permanent renovation and innovation, that is the increase of enterprise competitiveness, of its developing capacity by continuous accumulation of knowledges, new abilities/competences and capabilities.

The effects of creativity at the enterprise level are sensed by the producer and by the consumer of the provided goods , as well. The spreading of these is effected on extended area, within the respective sector as well as other far-off sectors, being a source of other innovations. Thus, the progress and knowledge development is generated.