

# The Creativity of the Human Factor – Performance Premises for an Enterprise Based on Knowledge

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**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.

## **1. Creativity – fundamental dimension of human spirit**

### **1.1. The concept of creativity**

The development stage of today human society is the outcome of creativity and assiduous work of people generation whose main target was progress and civilization. For a long period of time, creativity was considered the privilege of artists, researchers, scientists, but in fact, the creativity was a human existing feature in each person and can be differently stimulated by specific techniques.

Creativity is the essential factor of progress and the solving key of more complex problems of the mankind, being in the same time a personal necessity of individual, in order to promote its own ego and self-achievement, but in the same time is a social need which ensures the survival of a nation, of mankind on the whole.

To define creativity is difficult due to the complexity of creation phenomenon and due to various approaches met according to specialty literature, being a research subject for psychologists, psychoanalysts, philosophers, sociologists, economists, etc., each of them emphasizing its different sizes.

The term of **creativity**, even is a latin origin term was assumed in Romanian language from French; its simply meaning is that of "capacity to create", but **to create** means "to produce original and useful ideas combining the existing elements".

The word "*creativity*" is relatively new but the interest for this word is coming from antiquity (Platon, Heraclite, Aristotel etc.). The mathematician Jacques Hadamard is describing for the first time these four phrases of process of invention: preparation, incubation, inspiration/ enlighting, checking.

The term of *creativity* was introduced in psychology by G.W. Allport [15], in order to designate not only some features and partial roles, but qualities ensemble which generates the new, but the year 1950 is marking the beginning of systematic investigations on creativity.

During the time, creativity had a lot of definitions due to different authors, depending on the elements which were considered essential by them.

A vast definition considers the creativity as "a capacity to organize the elements of perceptive or imaginative field, doesn't matter if it is about a game, mathematical principles or words" [18].

According to the author Popescu-Neveanu P. [12] "creativity requires a general disposition of personality for new, a certain organization (stylistics) of psychic processes in a system of personality".

G. Aznar [1] considers the creativity as "ability to produce new solutions without using a logical process, but establishing a far-off order reports between the facts".

Băloiu L. and Frăsineanu I. [2] are defining the creativity as "a capacity to identify new connections between elements apparently without connection between them. The creativity always involves a new element as novelty and becomes the departure point of innovation".

Taking into consideration the variety of approaches regarding the definitions of creativity given by numerous authors, we found that all those approaches cannot be synthesized into a simple point of view which has to tackle this phenomenon in its whole complexity.

Synthetizing, we can consider the creativity as a faculty (size) specific to human beings to establish new relations between the known elements, to solve problems through new solutions, original ones; this potential capacity developed within the creation process and finished in artistic creation, technical creation, scientific creation, etc. The creativity is considered as a natural human phenomenon, which can be analysed as a complex process and starting from its results, original and useful ones, without any omission of the creating person which is more than comprehensive, without exclusion of any field of human activity.

In the specialty literature [9] are emphasized two **types of creativity**:

- *primary*– it is an unconscious process which generates new ideas, unplanned and unintentional;
- *secondary* – which is guiding all the efforts of creative persons to solve all the problems.

Can be identified five **levels of creativity** [17], which differs through the depth of creative act and its scope:

- *expressive creativity* – which is a spontaneous manifestation and without a distinct originality;
- *productive creativity* – specific to a person who is at a certain level of ability (deftness) which allows him or her a creative expression through the achieved product but without being an original product;
- *inventive creativity* – specific to inventors, which combines into an undiscovered manner some known elements and finding them new utilizations;
- *innovative creativity* – which belongs to creators of trends who are adding profound changes, essentially for art, science, technique, etc., leading to new directions of development in the respective field;
- *emergent creativity* – a rare and highest form, being specific to higher creators who revolutionized different fields of knowledge or human experience.

The creative process usually is starting from an existing problem which has to be solved, that is a stimulus, but the clear definition of this problem and of the targeted objectives is more than important for the success of the creative approach. Information has an important role in cognitive system enrichment and the quality of this information is conditioning even result of creation. The so-called act is intuitive, with a lot of determinations of psychic, social and biological nature. The creative process is finished after a clear formulation and practical checking of ideas and consistency with the need which releases the process that is in the same time with the validation of creation process.

Knowing the creation mechanism which allows the determination of way in this can interfere over this, on the whole, by using some methods, techniques and specific procedures to amplify the creative capacity, to diversify the results. The stimulation of creativity, as well as the evaluation of creative capacity needs more elements as knowledge on personality characteristics (features) of creator and of the motivation factors.

## 1.2. The determinative factors of creativity

Creativity is determined by a lot of factors which can be grouped in three main categories:

- the intrinsic factors of the person:
  - ✓ biological factors ;
  - ✓ intellectual factors;
  - ✓ non-intellectual factors.
- the environment ;
- the organization or the working place.

**The biological factors**, respectively the age, sex or the health state is influencing the creativity in a direct way, especially in accordance with some traditions and conceptions which are vising the role of different ages and sexes within the society. For instance, it is considered that the number of male creators is higher than female creators, but generally, the human beings are more creative between the age of 25 and 45 years old.

**The most important intellectual factors** are:

- *intelligence* – designate the capacity of human being to adapt himself to new situations due to the abilities to solve problems ; the adjustment of the individual to the environment in which he is living is achieved by cognitive elements as well as by non-cognitive elements which includes factors of affective (emotional) nature, private nature, social nature, considered as essential for the success of the individual in life;
- *solving of the problems* – is the capacity of adapting to new situations , for which are not known solving solutions;
- *imagination* – is the ability to allow the outlet from the rigid type of thinking and discovery of new relations;
- *sensibility* – capacity to observe the problematical situations in case when other cannot observe them;
- *putting into relation of some elements* which are far away between themselves, by their combination at all the psychic levels, as a result of creative activity;
- *fluidity* – wealth, easiness and rapidity of establishing the relationships, speech, ideation, expression;
- *flexibility* – ease to modify the thinking in relation with new circumstances, to renounce to the old points of view and to adopt new ones, being spontaneous or adaptive ;
- *originality* – capacity to issue new ideas, personal ones, different ideas from existing ones;

**The non-intellectual factors** of personality are:

- *non-intellectual abilities* (to sing, to draw, etc.);
- *internal motivation* – the wish of the individual to investigate, to search, desire that can be reduced in time into a hostile environment ;
- *attitude versus work* – the creators are developing a tenacious work, to remove the routine work;
- *perseverance* – the strength not to renounce easily;
- *temper* – has a hereditary base and is expressed by behaviour;
- *character*– the creators are conscientious, fair, with optimism and mutual aid spirit.

**The environment**, as a factor of influence for creativity (geographical, social, economical, political, cultural, family, etc.), is the meaning of an active element made of all that surrounds the creator subject. It is considered as being very important the existence of a creative environment, growth promoter for new ideas.

**Organisation** is that one which offers the manifestation framework of creativity; therefore, an organizational structure which allows a reduced specialization of functions (positions), diversification of tasks, easiness of communication, as well as the participative type of management, the climate of collaboration which stimulates the manifestation of creativity for all its members.

### **1.3. The obstacles (blockings) in the way of creativity**

During the development of creative processes is possible to interfere a series of blockings, external or internal of the individual:

- **cultural blockings** – occurs from the desire of the people that all the citizens to think and to have a similar behaviour; those people which has ideas or has a different and unusual behaviour being considered as doubted people and treated with disapproval and being blamed, fact which really means that there is a discouraging way of treatment for them;
- **blockings resulted from thinking processes** – can be resulted from a kind of rigidity concerning the using of prior algorithm or from the functional fixity in using of objects and tools in accordance with their normal function ;

- **emotional blockings** – the fear not to make mistakes, not to be scoffed, fact that can stumble somebody to express and to develop an unusual point of view.

## 2. The creativity of human factor at the enterprise level

### 2.1. The economical creativity.

#### The role of creativity within the progress of enterprise

The base characteristics of this beginning of century is the **new**; irrespective of the activity field, economy is dominated by technologies and new materials, the markets are covered by new products, achieved according to a new conception, in new organizational structures, according to new organizational strategies, through new distribution and marketing means, all these having the role to meet the various requirements of different consumers or to anticipate new requirements.

At the base of these novelties there is creativity and continuous innovation, in all the fields, which is replacing more and more the routine work at the management level as well as at workers level.

The actual enterprise must be creative, its viability and efficiency being conditioned by the capacity to offer products and services which are corresponding to the request on the market concerning the need to anticipate and even to create needs under an increased competition and having multiple forms of manifestation.

*The economic creativity* is corresponding to the nature of enterprise, being present in all its activities; it is beside the production, goods and services commercialization qualitative changes, improvement of technical situation or economical situation and is leading to renovation and progress, without which an enterprise is losing its viability.

The economical creativity means the procurance or creation of new resources in allocation of and optimum combination of available resources, having an aspect of current creation (producing and distribution of existing goods and services), and an aspect of dynamic creation (which allows the overfulfilment of current output and distribution, in order to be adapted to evolution and to achieve the progress and which is consisting of continuous improvement and changing of products, markets, procedures).

Working with a reduced number of personal and under the threatening of huge changes in external, a today enterprise needs innovation and employees which cannot be submitted only to the change, but who are developing in the same time with it.

More than ever, the today enterprises are requesting two abilities of its employees:

- quick learn;
- creativity.

In general, the leaders of the organizations needed elaborated studies about how and why people are learning and what is stimulating the creativity. Today, the workers with knowledges are rather free agents having one or more careers in their lives, working for many organizations. In this way, the employees are concerned about obtaining of different abilities which must help them to increase the professional value in their chosen field, not only in their organization.

It is a fortunate for managers that people has a strong desire to exist in the community; that is why the leaders of organizations can connect the individual identity with the brand of the enterprise, the individual aspirations with the business scope and the learning objectives of the individual with the abilities needed by the organization.

Frequently, the managers made mistakes when they put an equal between the learning and the formal sessions of training. The depth abilities are learned from practice and experience, but gaining experience needs time.

The enterprises whose leaders considers the guided providing experience as being an essential one and the developing of the people as being one of the first responsibilities

of all managers, will have a competitive advantage. The managers have the power and the ability to draw more creativity for the teams led by them. Managers must create loyalty and involvement by offering a working place which should be interesting and provocative. The creativity cannot be managed or controlled but certainly can be encouraged or killed.

The researches show that people who are better motivated by a combination of intrinsic factors (personal reasons) and extrinsic factors (the wish to gain more recognition and more financial security). That is why the probability those leaders who are offering more intrinsic and extrinsic reasons for their employees are keeping them together with their valuable knowledges.

Creativity is not only the prerogative of high enterprises which has the necessary resources to produce new knowledges to be applied in practice through innovation; but even smaller enterprises with sustained activities on scientific research has to ensure the permanent adjustment to the potential requirement and requested one as well as to the accelerated change of environment factors, by a permanent and creative effort carried out in more or less important innovations.

Thus, to create an adequate framework in order to stimulate the creativity and to ensure the necessary conditions for having a higher number of new ideas and the practical implementation of those which are adequate to economical and technical criteria.

*The selection criteria* of the best ideas can be synthesized under the form of answers for the following questions:

- scope: What we are aiming at? What are you leading up to?
- means: Do we have the necessary resources (material, financial, human) to be able to put into practice this idea?
- Is this idea protected (by licenses and patents)?
- The idea is suitable for the image of the company?
- Is solving the needs to which it is addressed?
- Is the idea original/ simple/ easy to be put into practice/ difficult to be imitated?

At the level of an enterprise is necessary to organize and to release the creativity of all the employees, not only the recruiting of individual considered to be creative, taking into account the fact that ability to create is "**fundamental and universal**" [5].

There are three main families of *applications* for creativity at the enterprise level:

- creation, invention, innovation;
- solving of the problems;
- optimization of everything which exists.

Creativity is necessary for those who want or has to carry out at least one of these three missions, but even those who are interested to have the power on their own existence [10].

Creativity can be:

- artistic or technical;
- intellectual or applied;
- improvement or pure creation;
- generalization or new creation ;
- discovery or research ;
- new idea or association of two known ideas ;
- modest or magnificent.

The successful manifestation of creativity at the enterprise level, irrespective of form is conditioned by the carrying out of some **requirements** which aim :

- the existence of a strategy within the innovation efforts strategies, to establish clear objectives and to have them in view regarding the use of creative potential;
- to practice a leading style suitable for creativity;

- to ensure an internal climate favourable to creativity, to stimulate the employees for issuance and development of creative ideas, to create an adequate climate for their ideas;
- to ensure a powerful and own research-development activity, high professional level, for the big companies with resources;
- to create an organizational frame specific to individual and group creativity;
- to ensure a communication system in order to allow a good circulation of information on internal plan (meetings, internal communication sessions, exchange of personnel between the departments for carrying out different projects, etc.);
- to maintain a permanent contact with the scientific community, source of new knowledges within the field of fundamental and applied research ;
- a good knowledge of market demands, to anticipate the future evolutions and to maintain a good and close relationship with beneficiaries with a view to rapid information flux in the advantage of both parties ;
- to ensure a system in order to train up the employees in the sense of creativity, improving and motivating the creative abilities.

The enterprise with considerable creative-innovative potential shall be able to innovate, frequently, new products and technologies and to have a competitive position in that field. At the level of a modern enterprise, the creative approach should straighten to formulate and apply real solutions to all the problems to which has to cope with, into an environment in continuous change and strong competitive, for the anticipation and involvement of future evolutions.

Creativity should be assumed into a continuous and cumulative manner, to obtain long-term results and to fulfil with success the finality of the enterprise which is consisting of *“ensuring the production and distribution of goods and services into a productive and progressive manner after which there is releaved an excess which allows the creativity to become cumulative”* [4].

The opening to progress, scientific research and technological development is leading the enterprise to a continuous adjustment, to a permanent renovation, which increase its competitiveness, the capacity of development through continuous accumulation of knowledges, of new abilities.

## **2.2. The individual creativity and group creativity. Techniques of creativity stimulation in the enterprise**

For the individual, the creativity is a source of personal satisfaction, and according to this, the individual is projecting and recognizing his identity, the creation being the main method to get self-satisfaction feeling.

*Creativity is a **deep individual act***, which differs from one person to another and from a period of time to another, due to differences among the individuals, due to the factors which have an influence on it. The differences between people are results of a great number of factors like personality, experience, knowledge, motivation, interest, etc.

The creative persons has some specific features; being inventive persons, independent ones, non-conventional, have interests and opening to new experiences, curiosity and an increased acceptance of risks; the creative persons has a considerable luggage of knowledge, abilities and experience, a powerful intrinsic motivation, the capacity to look at problems from many perspectives, to find problems, to make connections and assumptions. The creator is dynamic, tenacious, competent, audacious, sensible, ambitious [10].

The high creative persons have some specific features which make them not so easy to be leaded and from this reason it might be possible to have some strains within the organization: non-conformism, less respect for the authority or procedures, lack of patience. Therefore, the creativity has a cost which should be assumed by the managers

and organizations. Besides the risks related to turning into account of the ideas, the reproduction and imitation of the products, processes, new methods by the competition on internal plan, this creativity can lead to conflicts, when there is no mutual trust and assistance.

To solve more complicated problems which occurs in all the areas of economical and social life means to perform sustained efforts, an extensive approach of all these, frequently multidisciplinary, which can be fulfilled through participation of many specialists from various fields, working in groups or teams.

The collective creation has some advantages regarding the extension and diversification of informing possibilities, generating a huge number of ideas, as well as turning into account the synergy effect.

The group has a main role in organizational creativity [6] because its dynamic increases the potential of interactions with the rest of them, is motivating, is provoking interest, is adding complexity and is introducing the competition, all these having a contribution to the increase of individual creativity and group creativity.

**The group creativity** is an aggregate of about 2-15 people [14] whose main target are clear well-defined objectives, prevalent innovating and permanent relative, complying with the rules of the creativity. These are producing ideas about a subject, are offering different opinions through the free exchange of ideas, in order that later to elaborate proposals in accordance with the proposed objectives.

The main **roles** of a creative group refers :

- to solve some different problems/matters of the enterprise, which cannot be settled into another frame;
- to identify the creative persons/people and to support them in order to finalize the ideas;
- to find the factors which encumbers the creativity at the enterprise level and at the collective level;
- coming out of creative groups in the enterprise, which assumes the setting up of leaders for creative groups.

The creative group, usually, has a permanent feature in an enterprise, being a nucleus for stimulation of creativity in an enterprise. The creative group is consisting of members of the same working team, people belonging to different working teams, from the same hierarchical level or members with different specialties from many hierarchical levels.

The organization and running of the creative group must take into account a series of aspects [5] from which: a clear stipulation of the scope for which was set up; to establish the interdependence degree of the group versus the organization, as well as the hierarchy, the roles and positions; stipulating the involvement degree in the settlement of the problems submitted to debates; establishing of the communication ways within the group and ensuring a stimulative climate for all these creative persons.

The effectiveness of creative group is conditioned by the observance of its establishing and running, but assuming the involvement of its members, the acceptance of matters in dispute, or controversy ideas, assuming of risks, success and failures in the same time.

The creative group must not become a conditioning, but a kind of conditioning excepting the case of decreased individual creativity. Having such a risk, the devotion regularly becomes a decisive one for personal practice of creative techniques and especially of trust recovers in its own capacity of problems analyses and finding out of some innovator answers, in its own power of positive change of reality.

Irrespective of creativity forms at the enterprise level – individual or in group – the creativity must be continuously stimulated by applying of some **specific techniques**:

- **brainstorming** – can be used when there is a need of a lot of ideas in order to solve a problem; first of all this is a qualitative approach not a quantitative one; this method

has good results because the communication of some ideas within a group has the advantage to arouse favourable association to the other, being an opportunity for a person to formulate opinions which might not come in case when this person should work alone ;

- *Gordon technique* – similar with the previous method, but emphasizing more technical aspects;
- *6-3-5 method* – is about a group of six persons who are generating each of them a number of three ideas, within maximum five minutes;
- *Philips 6-6 method* – based on formation of more heterogeneous groups, which are discussing a specific problem within six minutes;
- *panel discussion* – to discuss a problem within a restricted/limited competent group of persons (“jurymen”) in the respective field, those people being silently heard by a numerous auditorium.

### **2.3. The reflection of the creativity in the enterprise performance**

The creative efforts at enterprise level are carried out into a series of effects for the producer, as well as for the consumer of the goods or services provided by them. Their spreading took place in an extended area, in far-off sectors, at their turn, being a source of other innovations.

**The effects of creativity** can be founded in various phases of output process, but the partial effects can be determined by comparing the situation which occurs after the application of new solutions with that situation when all these should be obtained without intervention of creativity. The determination of economical effects of creativity at the enterprise level and their totalizing requires a grouping of these depending on the nature of changes which took place:

- **economical effects for the moment** – as additional accumulation obtained only once and consisting of: reduction of investments expenses, savings achieved as a release of floating/ circulating assets, savings achieved as a result of shortage assimilation of some products or technologies, avoidance of buying some units, equipments, licences, patents, etc. ;
- **lasting economical effects** - as additional accumulation obtained for the entire economical life of invention, innovation or creative solution: benefits associated to new products or improved products, costs modification for all calculation items, modification of products selling price as a result of quality improvement, rise in production obtained as a result of technological processes improvement, management improvement, etc.

The performance of an enterprise is subordinated to the force to which is able to cope with the competition and this force is coming from the competitive achieved advantage which allows a good position of the enterprise on the market, as well as creation of a viable and sufficient segment of buyers interested in buying the offered products.

M. Porter considers that there are four distinct ways to obtain the competing advantage [13]: achievement of products or services at small costs in comparison with competition , differentiation of offered services and products, distribution channels able to ensure favourable positions on the market, ability to achieve a single and continuous supply of production process and obtaining of preferential commitments offered by the suppliers.

In this way the role of creativity within the approach of obtaining the competing advantage and of increase of enterprise performance is light of belief. The creativity of the persons designated to contribute to the development, trading and promotion of products

and services, the creativity of managers and of employees are important factors which can lead to spectacular results regarding the reduction of the production costs.

The differentiation of services and products through characteristics which becomes unique and cannot be forged by competitors, within a field in which the manifestation of creativity is more than necessary, finding of new differentiation ways, as well as traditional ways are requesting a lot this human trait.

The mostly efficient and rapid distribution of the products somewhere near the buyer and attendance of huge markets with decreased costs, assumes the use creativity in order to apply new strategies, to find new adequate ways of customers behaviour, behaviour which is under continuous change, the evolution of business environment and of the current means of communication.

To find new supplying sources, much cheaper and trustful ones, is a desideratum for any kind of enterprise, but a viable alternative is discovering through manifestation of creativity for new raw materials, raw materials which can replace the traditional ones, ensuring in the same time a higher quality, a decreased cost or the possibility to use new technologies, more performant.

### **3. Creativity in the enterprise based on knowledge**

Nowadays economy get over a developing stage marked by a dematerialization process of economical activity, where the information and knowledge are the most important within the production process. International economies, markets globalization and new information technologies are imposing a deep restructuring of productive models designated to cope with competition and instability of economical environment.

The searching of solutions for all the problems to which the enterprise must cope with, under the conditions of a new economy, to enhance the competition into a highest competitive environment, needed a reconsideration of the role granted to the creativity and to the creators, at the organization level.

The increasing and maintenance of competition on unstable market is not possible without conception of new products or improved products, to have diversified and personalized ones, to have new forms of production organization and of labor, new means of distribution, trading and promotion. This, the knowledge creation and administration should have a central place in the concern of organizations and of its managers, the conception and innovation being essential activities in value creation.

The human resource is becoming a strategical resource with a unique increasing potential and its abilities, knowledge, experience and creativity of the employees are decisive for the performance of the enterprise.

The new economy which expresses the complex reality of advanced economies refers to permanent improved products, traded by innovative agents, who are identifying and even are creating and exploiting new niches on the markets under rapid globalization process. The creation, the intensive use and dissemination of knowledges is possible through a creative management of intellectual property, by stimulation of continuous innovation and rapid spreading of the new knowledges.

The development of knowledge and rapid sending of this information led to reconsideration of the ratio between the physical capital and intellectual capital, the last one becoming an essential resource for enterprise competitiveness. The new environment in which the knowledge plays a decisive role has determined the focused attention on problems connected to generation, identification, collecting, distribution and application of information and knowledge, therefore, the knowledge dimension being an essential component of organizational culture.

This new approach, focused on organizational knowledge, respectively, on development and usage of proficiency, abilities and intellectual abilities necessary to get it and to apply it, led to coming into being of **knowledge management**.

The enterprise of XXI-st century is based on knowledge, an intelligent enterprise has the ability to ensure within its framework a climate in which people can learn one from each other, can let out knowledges between themselves, can send knowledge one to each other, are encouraged to use their knowledge, imagination, experience in order to create new ideas, to adapt these ideas and to put them into practice.

A company based on knowledge is a company with an innovative-creative potential more enhanced in comparison with actual environment level [8]. The increase of creative potential of the company is referring on one hand, according to its capacity to be innovative on products and technologies plan, to generate always new ones, on the other hand, to create ways and real solutions of solving the problems to quit the old and normal existing ways.

According to the information society, the human factor is the most important production factor; being in the central position of production process of knowledge. The success of the enterprise, the competitiveness degree, its progress are depending more and more of human resources quality, of its creativity level, the people being the most valuable good of the enterprise.

The capitalization of this human potential can be achieved only through a sustained preparation and training, by adequate systems of stimulation and motivation of the employees with a view to generate and putting into practice of new ideas by creating an organizational framework, flexible and suitable for developing of creative activities.

The creative capacity is defining for the managerial act; a well-leaded enterprise is re-investing one most important part of its profit and is using this power in order to consolidate its potential movement and progress, the creativity being permanent through a cumulative process.

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