



CORE CONCEPTS OF CREATIVITY AND INNOVATION IN BUSINESS  
ENVIRONMENT

Madina Yakubova

*International University of Tourism and Cultural Heritage "Silk Road", Senior Lecturer*

Mukhlisa Samiyeva

*student of International University of Tourism and Cultural Heritage "Silk Road"*

**Abstract:** *This article explores the fundamental concepts of creativity and innovation within the context of the contemporary business environment. The paper provides an in-depth analysis of the theoretical underpinnings of creativity and innovation, their interrelationship, and their significance for organizational success. Drawing on interdisciplinary perspectives from psychology, management, and entrepreneurship, the article elucidates the key drivers of creativity and innovation, including individual traits, organizational culture, and environmental factors. Furthermore, the article examines the practical implications of fostering a creative and innovative climate within businesses, offering insights into strategies for promoting idea generation, risk-taking, and adaptation to change. By synthesizing theoretical frameworks with practical applications, this article aims to contribute to a deeper understanding of how businesses can harness creativity and innovation to achieve sustainable competitive advantage in today's dynamic and complex marketplace.*

**Key words:** *creativity, innovation, business environment, financial success, interaction, similarities, differences, inspiration*

Since the human being started to develop his cognitive skills, creativity that is caused by conscious and unconscious mind and consists of coming up with new ideas and methods has been a partner of him. However, innovation, successful outcome of creativity, is still new term to many people. Used together in workplace, they are now considered as vital factors that lead to financial success. Several researchers (Serrat, 2009 & Maura, 2012) highlighted the significance of them in their works. The purpose of this paper is to delve deeply into the importance of creativity and innovation in business area. First section focuses on the interaction between them and presents their similarities and differences. In following paragraphs, privileges that can be got by using them will be provided and other sections depicts the implementation of them in business environment.

The term 'creativity' has a number of definitions, in the research 'creativity' is the term that, many people consider, is related to the area of art but it is essential to include it in other aspects of life like science (Maura, 2012). Thus science could not progress if researchers and scientists did not come up with new ideas and approaches with the help of creativity to deal with the problems they were facing. Proving the notion, Maltese physician and psychologist Edward de Bono stated that there is no doubt that creativity is the most important human resource of all. Without its help, we would be forever repeating the same pattern (Serrat, 2009).



The creativity and innovation represent the either half of circle, complementary to each other. As mentioned above, creativity means new ideas and concepts and innovation, another half of circle, is implementation of them into use. First, creativity is found then innovation is reached. Though they are inseparable from each other, they have key differences. For instance, they are conducted by different workers in the workplace; creativity is the job of a leader and managers are in charge of innovation. Creativity is finding ways to fly into space; innovation is building a rocket ship to do that (Stone, 2022). But on the other hand, it is common to have controversial topics like: can innovation exists without creativity or reverse? Well-noted author Sarah Stone stated that the answer is yes, but it should be acknowledged that they are the strongest when they are used together. One follows another. Yet at some point one does not need these types of questions because creativity and innovation is interlinked by nature. Even when people force themselves to be innovative, while they are not creative, it will not happen highly possibly. As said before, innovation is about a performance; when you are performing your ideas, you will naturally use creativity during the process. But there is one more thing to say. Though this is considered mere details, it is also essential to give an emphasis of the importance of inspiration and organization. Many researchers (Grant, 2021 & Maura, 2012) debated whether they have actually something to do with creativity and innovation. Professor Mauro Maria responded to this question that they are related to each other because one is the process before creativity and other is the continuity after innovation. Inspiration is the raw material to imagination. In other words, it describes how to create and design a product, how to address the problem reasonably, which then poses the birth of creativity. Consequently, organization provides that you will use your ideas step by step in order without missing any stage.

The emphasis given to creativity and innovation has been boosted in last century. The previous organizational performance was based on human labor so for the people at that time it was not important to be creative because they should have been superior in physical strength. However, today's standards to succeed is so high that it can't accept conventional concepts. The 21th century we are living in is the era that requires to approach any critical situation cautiously. In that case, we should resort to the use of creativity and innovation. A society that has lost touch with its creative side is an imprisoned society, in that generations of people may be closed minded. Creativity and innovation broadens our perspectives and can help us overcome prejudices (Grant, 2021). For this reason they have always been the direct path to the success.

But, creativity cannot be turned on and off at the flick of switch, and innovation does not occur in the vacuum. They require viable strategies and framework. They can thrive in companies and organizations that are open to new ideas and prepared to accept and try unique ways of tackling issues (Serrat, 2009). We can the exemplify the point by just monitoring the work atmosphere in of the behemoth companies of world, GOOGLE. Even in the work interviews, they try to assess the candidates relaying on their creative thinking, giving them oral critical tasks. Yet, still many companies are beyond the reach of creativity and as mentioned above, they are repeating the same pattern, making the same perpetually. So, one more question emerges: How can managers and chiefs implement the creativity and



innovation into their workplace? Initially, they should focus on improving group work, supporting the staff work together and exchange ideas because creativity is hard to reach by solely giving emphasis to single individual's productivity level. It happens in the interaction of society and public. Secondly, managers should encourage their employees to express their views by simply putting a box of suggestions so that they feel the sense of belonging and stay loyal toward their company. Most of the time, managers seek new ideas and solution from marketing team but they should also not forget the fact that not always the best ideas come from marketing team. Sometimes they can emerge from a factory worker and even a rookie (Maura, 2012).

This project has examined the core concepts of innovation and creativity and gave accessible ways to bring them in work atmosphere. In general, they are essential for businesses to thrive in today's dynamic and competitive environment. By harnessing the innovative thinking and fostering a culture of creativity, companies can better adapt to change, generate new ideas, and solve complex problems. To implement these concepts effectively, organizations should create an environment that encourages experimentations, risk-taking, and diverse perspectives. Additionally, providing resources and support for training and development in innovation and creativity can help employees unleash their potential and drive business growth. Ultimately, embracing a mindset of innovation and creativity is crucial for businesses to stay ahead of the curve and drive sustainable success in the long run.

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