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Business Creativity

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Synonyms

[Corporate creativity](#); [Everyday creativity](#); [Organizational creativity](#)

Definition

Business creativity is (1) producing ideas which are new and potentially useful for an organization, (2) solving nonstandard business problem, (3) finding and developing new opportunities for business, and (4) a measurable resource that needs to be effectively organized and monitored.

In the current literature, there are many discourses about business creativity as one of the key factors of competitiveness in this dynamic “creative age.” From the second half of the twentieth century, alongside with the shift from “Fordist” to “post-Fordist” economies and the increasing role of creativity in business, the “romantic” understanding of creativity as a manifestation of individual genius has been replaced

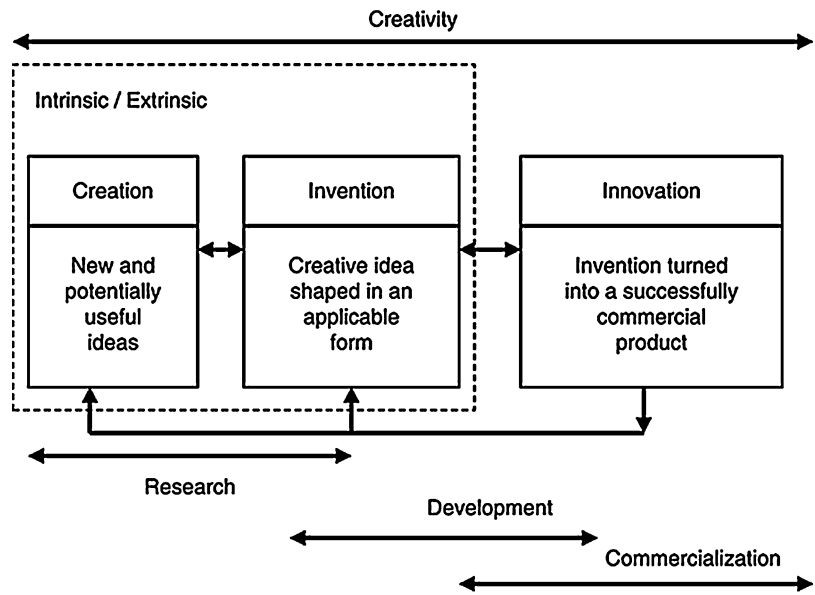
by pragmatic understanding of creativity as an “everyday” and “everyone” natural phenomenon.

In the business context, creativity is understood as a nonstandard problem-solving process, the production of new and useful ideas, or generating and developing new opportunities for business. Any definition of business creativity is based on the combination of novelty and effectiveness. For example, creativity, considered in an organizational context, is often understood as generating ideas which are simultaneously new and appropriate (potentially useful) for an organization. According to this point of view, creativity is defined in a system with the following elements:

- A creative employee(s) generating ideas and introducing variations
- A domain (a set of available ideas, rules, organizational routines, and patterns of behavior)
- An expert(s) evaluating suggested ideas and selecting the variations

If an idea, suggested by the employee, is deemed by the experts as new and useful, it is then included in the set of rules, and the domain subsequently is changed. The “new rules” of the domain communicate back to the subject, and the cycle continues. In other words, creativity may be defined as engendering original solutions for nonstandard problems or more effective solutions for existing problems, and these solutions (ways,

Business Creativity,
Fig. 1 Business creativity
 in an innovation process
 (Source: The author's own
 conceptualization)



methods, and techniques) are accepted in the organization as *the rules of future activities*.

Business creativity is a much broader concept than merely generating new ideas for future invention and innovation (Fig. 1). Rather, creativity and innovation are more complementary than consecutive business phenomena. Consequently, managing creativity requires a broader conceptualization than merely managing the process of generating new ideas for further implementation into innovation.

Cross-References

- ▶ [Corporate Creativity](#)
- ▶ [Creative Management](#)
- ▶ [Creativity and Innovation: What Is the Difference?](#)
- ▶ [Creativity Management Optimization](#)
- ▶ [Four Ps in Organizational Creativity](#)
- ▶ [Simplexity Thinking](#)