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The role of managers and organizations in creativity and innovation

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Abstract

Creativity is a human trait that, with divine talent, cannot create many things. As we remove creativity and innovation from the scene of human life, we have, in fact, been freed from the movement, dynamism, survival, and vitality of human life. Because the stagnation and humiliating repetition of life equals death and destruction. In today's world of creativity, creative managers, creative organizations, and creative workers are the sides of the creative triangle that cannot be achieved without each creativity and innovation. Appropriate organizational structure, support, support and necessary encouragement of managers are two basic characteristics in people's creativity. And the context and conditions for creativity are essential for organizations to achieve their goals. In this article, the characteristics of the creative organization, creative director and creative staff are briefly discussed, and we have summarized and presented 24 practical solutions for organizational creativity and innovation proposed by experts. We hope that with in-depth study and careful application. , Get constructive and useful results.

Keywords: Innovation, Manager, Creativity, Organization.

Introduction:

1. Introduction

After many years, human knowledge and experience have come to the realization that in order to achieve ideals, goals, needs, problems and ultimately the comprehensive development of human societies in all economic, political, social, educational, cultural, cultural fields, Security and the like [1]. And to achieve this, for several centuries, small and large global, regional and domestic organizations have been established in different countries of the world, and the dimensions, complexity and types of organizations are increasing day by day [2]. In fact, today's human life is not possible without organization. In order to survive and continue their positive and constructive role, organizations need new ideas, thoughts, opinions, and new ideas to receive new perspectives based on field research and ideas and theories that can help you explore your dynamics. Organizational resistance to global and regional change will eliminate them and they will not even be able to maintain the status quo [3].

The process of innovation and innovation is like a movement that openly and covertly casts its shadow on the process of activities in order to break down the old and old walls of dysfunctional methods and create a new and strong foundation. In fact, today the slogan "extinction awaits you unless you are creative and innovative" is in front of today's human eyes. Because the diverse and complex needs of human beings lead to creativity and innovation in human life so that it can develop individual and collective talents and find material and spiritual benefits in its shadow [4].

2. The meaning of creativity and innovation

"Creativity" is a creation of the word creativity and means to create. And in a sense, it means creating something unique from something else. In other words, creativity means either increasing or decreasing a shape and changing it, or combining it with other phenomena, objects, and things. Therefore, creativity means creating something new and exclusive to a person who, in a suitable and useful way, solves a problem, question or scientific, industrial, social and similar needs [5]. According to the commentators and thinkers, each of them has mentioned a meaning for creativity and innovation, the collection of which can be summarized in three perspectives:

1. A vision that has made innovation more of a "psychological" thing about individual intelligence and talent. Therefore, in the organization, it is recommended to use educational

facilities and reward system and positive reinforces to cultivate the talents and creativity of intelligent and talented people [6].

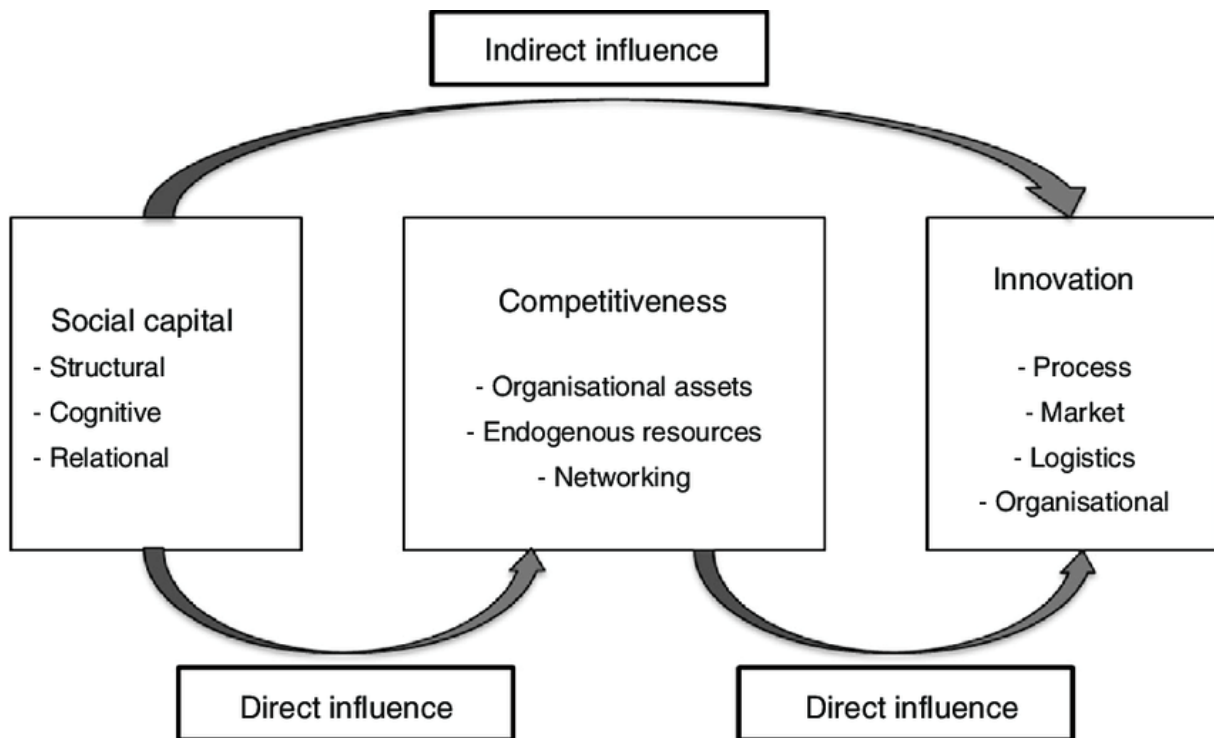
2. The social field, which considers organizational creativity and innovation to be more of a "sociological" matter and related to providing a suitable environment and field for the emergence of talents. This approach recommends enriching the necessary facilities and areas in the organization to create and sustain creativity and innovation [7].

3. A "systemic" view that considers the creation of innovations and their continuation and learning in the organization as an organizational matter, that is, beyond individual factors and providing only the necessary facilities and fields, and believes that it should be implemented and implemented. Individual and group level, along with related structures, functions and roles, as well as specific values and beliefs of the organization to provide creativity and innovation in the organization in a continuous and comprehensive way and make it a basic presupposition for survival [8].

Accordingly, management experts consider "innovation" to be synonymous with "innovation" and believe that innovation is the final process of creativity, in other words, its external manifestation, which is manifested as a novel or new product or production [9].

3. The importance of creativity and innovation in the organization

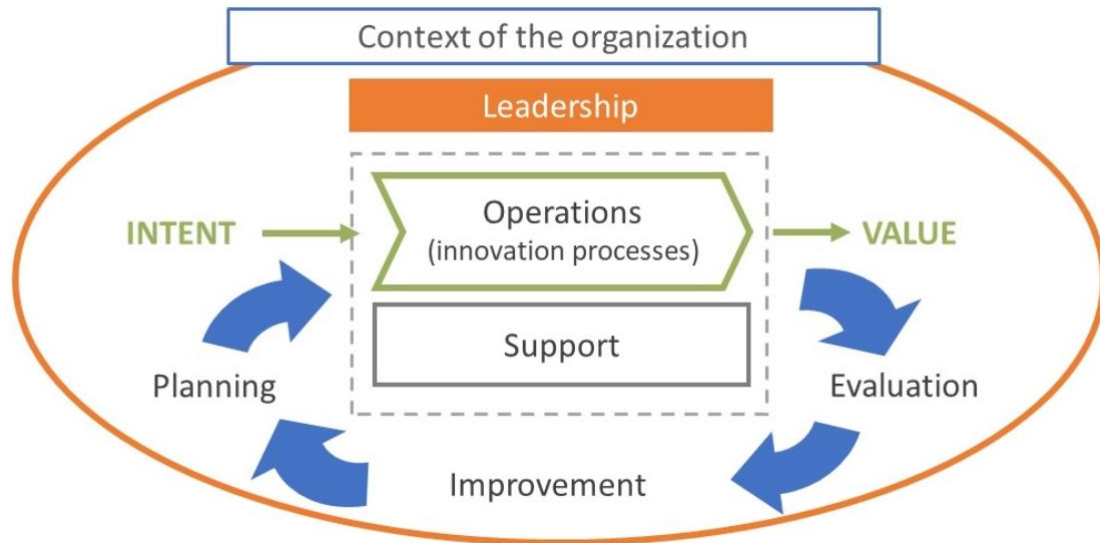
Explaining the need and place of creativity and innovation is, in fact, the answer to why. If we can find enough evidence to answer, we have strengthened our belief in the role of creativity and innovation in all-round development and production [10]. Every human being and society wants its own material and spiritual survival and life. And life and survival are not compatible with stopping and being present, and the realization of all-round progress requires continuous effort, creative creativity, and innovation [11]. The slogan (or death or innovation) is the slogan of the day in the world. And the expansion of innovation management is to explain the innovation movement and to draw and institutionalize the culture of innovation in the world in order to survive and make all-round progress [12]. Place of creativity and innovation to the extent that can be said of cultural achievements, political, social, economic, scientific, security and so on in thought and action and extensive improvements in technology and equipment in all subjects, the result of creativity and innovation is not repeated in Being accommodated and satisfied with the status quo, so it is possible to say that creative and innovative ideas are and will be more complete and complete than the original ones [13].



If the scientific and practical process of creativity and innovation at the individual and social levels is carried out correctly, its fruits will be revealed to the individual and society and will bring prosperity to various subjects [14]. In other words, a society that does not take into account the all-encompassing dimensions of creativity and innovation, or who profits incompletely and partially, will never be able to see the production of knowledge and flourishing in practice. In fact, flourishing is the product of innovation, continuous, all-encompassing and real creativity. Creativity and innovation are the special characteristics of human beings, because they are derived from human thought and reason [15].

In terms of workmanship, our intellectual abilities can be summarized as follows:

1. Attract, be able to observe and use attention
2. Recording, the ability to memorize and recall
3. Argument, ability to analyze and judge
4. Creativity, the ability to visualize, predicts and creates ideas [16].



Most computer enthusiasts do some of the first three tasks, but it seems certain that no machine will be able to create ideas. Since the main and key pillar of all organizations is manpower and manpower that can help us in the above cases to know that the creative and innovative organization depends almost entirely on manpower, although other dimensions of the creative organization in this [17]. The issues involved are briefly discussed in this article. Organisms interact continuously with their external and internal environment and are effective and efficient. And the many, varied and complex changes that are taking place in the environment that organizations cannot be indifferent to. In the case of different and continuous repetitive behaviors in a closed environment, these types of systems are non-invasive and unable to maintain the status quo [18]. Therefore, the continuity and survival of organizations and the realization of their goals requires that the movement of creativity and innovation in the pillars of the organization, which is both employees, managers and organizational structure, anticipate and outline its process and continuously and comprehensively to prevent collapse and destruction [19].

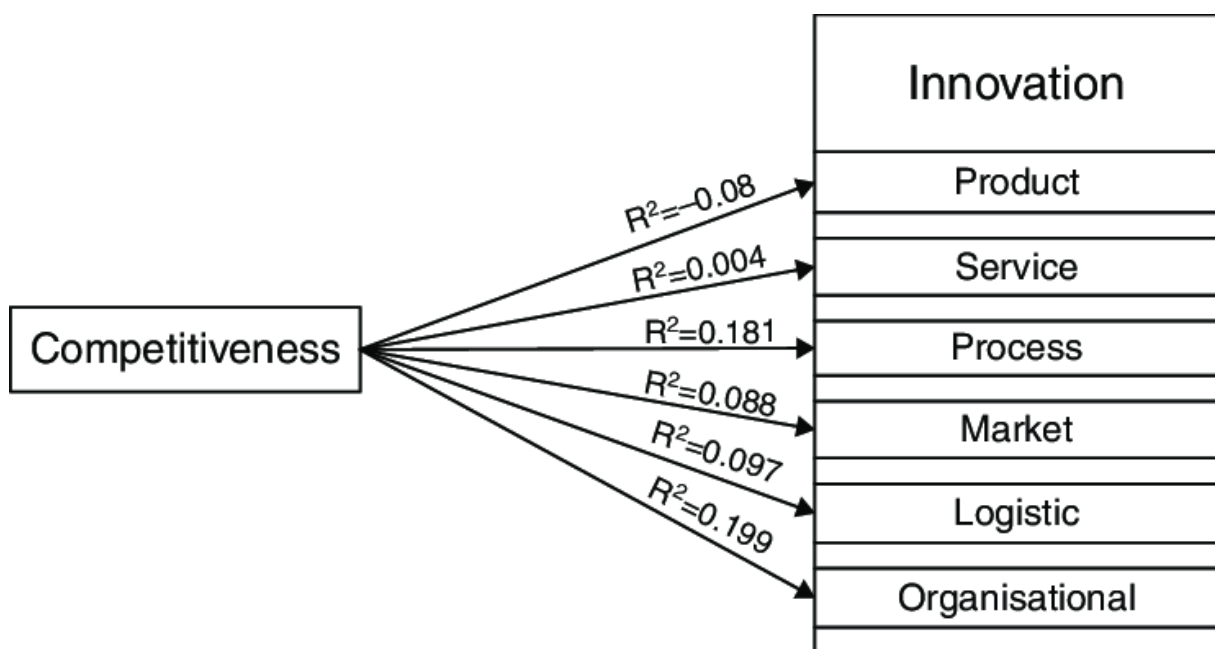
The logical flexibility of organizations in the face of various changes and advances in technology makes it necessary for the organization to be up-to-date and not to oversee its policies, methods, programs, and decisions. Benefit and outline your progress programs. In this way, the organization can continue to survive and achieve the desired goals [20]. Continuous innovation is a kind of regular exploration of new methods and responses to environmental pressures and changes, because in today's complex and evolving environments, repetitive reactions to these changes have been ineffective and permanent. We need to find new ways to react to the environment. In other words, those systems and systems can survive

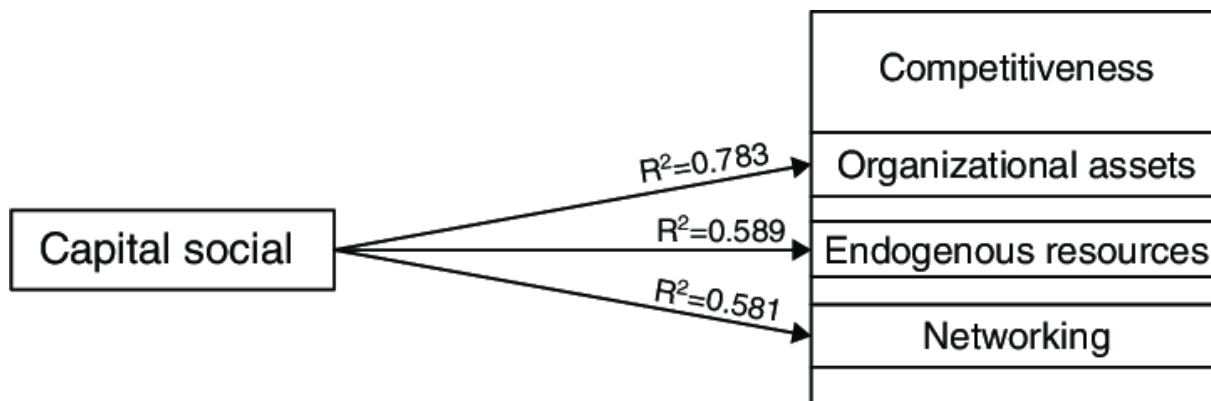
in a complex and evolving environment that can continuously transform the ideas and plans of the environment that need to be challenged [21].

4. Analysis

The role of management in the media, which is creativity and innovation of basic needs and factors, is very important and very important, because management and management can be creative and effective in this way. Be vital. The art of a creative manager is to use the creativity of others and find creative minds. Creative management cannot be in the way of traditional and practical methods, but rather selects a model for management that is appropriate for the creative and innovative organization and leads to an environment that is innovative and innovative. In creative organizations, relationships between managers and employees are based on intimacy, clarity, and collaboration, and this leads to a sense of security and peace of mind in individuals.

Creative managers are more efficient than non-creative managers in creating appropriate job opportunities, creating an organizational environment for employees to work harder and be more efficient than non-creative managers. In this way, they try to solve problems and difficulties. So creative managers are people who can feel satisfied with their personal desire or the training they have received, even when their role in achieving these results is indirect. Management is a specialty in which success depends on the success of others. The duties of creative managers are from several angles before the study.





The duties of creative managers in terms of creating conditions, growth and development of creativity are considered, which are briefly examined. Entrepreneurial managers are new to innovation and change. Therefore, if we define the conditions as measures to create a state of affairs for organizations and management, the creation of the current situation of employee activity is the responsibility of managers of organizations, some of the most important examples of which are mentioned.

1. Assist in the transformation of inappropriate and unfavorable values and norms in work and production. Because it is necessary to create opportunities for work and effort, it is necessary to correct the cumbersome regulations, attitudes and restrictions that creative managers can handle.
2. Risk of rejection and abuse of water. They do not fail to eat, and as a result, they risk losing their jobs and competing. That is, accepting ambiguity that is not predictable.
3. Use your creativity and that of others. Creative and entrepreneurial managers use this trait in themselves and their employees properly.
4. Coherence with conditions and realities. Creative and entrepreneurial managers act according to capital, human resources, experience and scientific evidence, but in accordance with the conditions and realities of work.
5. Focus on hunting and hunting for golden opportunities. Creative and entrepreneurial managers care about the future and encourage themselves and their employees to seize golden opportunities. They have a lot of patience and endurance in achieving their skills and business plans, and they follow them with interest.
6. Determining the number of independent detainees. Creative and entrepreneurial managers are decision makers themselves and are more likely to influence the induction of others. They are self-reliant and have a completely independent [not authoritarian] spirit. In other words,

their strong will makes them a character who can resist adversity. Starting decisions with the risk and acceptance of new plans is not a matter of thought and action.

7. Growth, interest and productivity. Creative and entrepreneurial managers pay attention to the flourishing of employees' talents. Adapting to the type of work with the interests and expertise of the employees, giving them the opportunity to try and do their favorite work, encouraging them to provide new and satisfactory plans for their efforts will help increase productivity.

Duties of creative managers. Managers need to know that their organization is a living human complex that interacts with tools, equipment, and materials, and that they need to be motivated and selected to adapt and grow in the environment and thus be able to learn themselves and other human elements. Reinforce adaptive responses in the organization to have the talent and ability to innovate. In this way, managers can promote innovation learning. Therefore, managers need to make the following possible in order to nurture and educate creative people:

1. Tolerate risk; Employees should be encouraged to experience it without fear of the consequences of presenting and implementing a program, and to consider mistakes as learning opportunities.
2. Reduce the control of the output; Laws, regulations, regulations, and similar controls should be kept to a minimum.
3. Reducing the division of labor; Avoid excessive division of labor so as not to limit the view and increase the breadth of vision.
4. Acceptance of objects; In the emphasis on transparency, objectivity, specificity in the creative process should be avoided so that the scope of creativity is not reduced.
5. Tolerating impractical ways; Impractical answers, which may be irrational, must be tolerated. Some solutions may sometimes lead to creativity.
6. Controversy; Voting must be encouraged. However, coordination and agreement between individuals and units does not always lead to successful performance.
7. Focus on results to tools; Objectives should be clear, and people should be encouraged to consider ways to achieve them, focusing on the results will provide suggestions and multiple correct answers to each problem.

5. Conclusion

The example of creativity in organizations has three sides that make up the director, the organization and its employees. The two sides of the organization and the director were briefly presented. The third side of this paradigm is creative staff, which seems to be very important and key, and in fact organizational and creative managers are like a platform for employee creativity and innovation, which leads to prosperity in the organization. Human resource productivity means making these people more efficient. Organizational success is the goal and goal that is made possible by the support and efforts of employees in supporting the creative policies of a manager, so the following features should be considered:

1. On the one hand, workers have a very direct relationship with their development. In other words, engaging in work and grasping problems requires a motivational support, and it is expected that the creative manager must respond appropriately, that is, to give the employee hope and encouragement.
2. By increasing innovation and innovative thinking in employees, respecting their sense of usefulness increases their respect for their work personality. Participating in constructive organizational and productive movements, respecting their ideas and efforts, appreciating positive actions and developing their talents are always considered as the demands of creative employees.

The stimulus for creativity means that management must always be ready to come up with new ideas for everyone in the organization. In fact, the organization should look for such thoughts and not just wait for new ideas to be presented. In order for creativity to succeed, there must be an attitude that welcomes suggestions that are based on changing circumstances, and the main criterion for proposing is what the manager does in the performance of his or her work. Therefore, any thought should be carefully considered and analyzed, and in case it is not used, the reason for its rejection should be carefully explained to the bidder. Giving in to creativity; The deviant (non-core) themes of the work environment often deprive managers and employees of creativity. Faced with immediate and fatal issues, it can take most of a person's daily time, often with little or no opportunity for creative thinking. Not all organizations follow this approach. An organization may not devote time or space to creativity, but encourages people to plan their work to find the opportunity to think creatively. Assuming that fasting is a matter of old age but often worthwhile, at least some people in the organization should be given a chance to be creative.

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