

CREATIVITY AND THE IMPORTANCE OF BUSINESS MANAGEMENT

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Abstract: In national and international economies; competition has increased, expectations of change in technology, the process is continuous innovation businesses maintain their development and improvement and change to ensure it is important that consistency.

Information society in their businesses, creative thinking skills, as long as it is individuals with an increase in the share market, efficiency, effectiveness, strategic management is experiencing a rise in quality and the competitive advantages of rule of law, as it will bring.

Today's technology develops rapidly, the competition law to be established, which can adapt to new innovations and creative organization structure is extremely important. Organizational creativity in that context to ensure that it is necessary to establish appropriate conditions are met.

In operation organizational and individual creativity and creative management, as well as an important cause for concern highlighted by the creativity and a description of the features that make it up for the development of businesses are described in the conditions.

Key Words: Creativity, Creative Management, Creativity Enhancement, Creative Business Management.

1. INTRODUCTION

Businesses are an important factor influencing the country's economy and social structure in today's rapidly changing conditions. Businesses need to be able to keep pace with innovations and exchanges in order to succeed in the competitive environment.

Business is a unit that has technical, economic, legal and social qualities that are established and operated to meet the needs of the individual and fulfill their requests. Businesses have to maintain a consistent balance and constantly innovate so that they can continue their lives, serve profit and serve the collective and fulfill their competitive edge. This is possible with the creativity that is the cheapest and the best way to get added value from existing values.

In terms of adapting to changing circumstances today, the most effective way to move the organizational change process and move beyond the age is to create creativity.

2. WHAT CREATIVITY IS?

2.1. Definition of Creativity

"Creativity is the most effective way of generating added value using existing values". This definition is an important definition that will guide the operations of businesses.

Creativity is a word that affects people and evokes extraordinary. It refers to the first and the new one. "Creativity is the ability to create new ideas"¹

In Turkish, definition, sometimes in Turkish, "creativity" is used synonymously with words such as invention, discovery, invention. So we can define creativity as being able to do or do something new.²

¹A. BARKER, "Yenilikçiliğin Simyası", (Çev: Ahmet Kardam), Türkiye Metal Sanayicileri Sendikası, İstanbul 2002 s 23

Two different words are used in English to think new things and to do new things, and the words "creativity and innovation" are used to explain the relationship between the two.³

Other Definitions

Being creative means thinking about something extraordinary or unusual - thinking "out of the known frame". This understanding of breaking the assumptions restricting "normal" thinking has led to the development of a multitude of techniques to produce creativity. Many of these techniques are based on two basic mental processes: They create unusual or interesting links between ideas and reverse or interrogate certain aspects of the thought that are concerned.⁴

Creativity is a mental activity that brings innovation; Innovation is the physical or external consequence of creativity. It will be in place to give definition of organizational creativity after giving place to various definitions of creativity.⁵

Organizational creativity; Can be defined as valuable, useful, new product, service, idea or process created by individuals working together in complex social systems. Organizational creativity is seen as a source of innovation.⁶

When the definitions of creativity are examined, it is emphasized to create and manifest what is "different", "new".

2.2. Individual in Creativity

One of the important resources of an enterprise is the creative abilities of people. Individuals with creative ability produce original ideas.⁷

Creativity is a prerequisite for a successful innovation work. Creativity is the first step in innovation that successfully implements new ideas and innovation is vital for long-term company success.⁸

Creativity can be learned and improved over time. Individuals can enrich their daily lives by innovating.⁹

2.3 Personality Characteristics of Creative Individuals

The creative person, the environment and the world; Who can see and perceive in form, space, and multifaceted interactions.¹⁰

² Atilla Filiz, Motivasyon ile başarının artırılması, İstanbul 2003

³ Atilla Filiz, Motivasyon ile başarının artırılması, İstanbul 2003

⁴ A. BARKER, "Yenilikçiliğin Simyası", (Çev: Ahmet Kardam), Türkiye Metal Sanayicileri Sendikası, İstanbul 2002, s. 40

⁵ A. BARKER, "Yenilikçiliğin Simyası", (Çev: Ahmet Kardam), Türkiye Metal Sanayicileri Sendikası, İstanbul 2002, s. 23

⁶ Hülya Gündüz ÇEKMECELİOĞLU, "Yaratıcı Birey Teorisi ve Örgütsel Yaratıcılığı Etkileyen Genel Özellikler", 1. Ulusal Bilgi, Ekonomi ve Yönetim Kongresi Bildiriler Kitabı, Kocaeli 2002, s. 554

⁷ N. Basset-Jones, "The paradox of Diversity Management, Creativity and Innovation", 2005, s. 169

⁸ T.M. Amabile, [Motivating creativity in organizations: On doing what you love and loving what you do](http://www.ijser.org). California Management Review, 1997, s. 40

⁹ Ramazan YILDIRIM, Yaratıcılık ve Yenilik, Sistem Yayıncılık Geliştiren Kitaplar Dizisi, 1. Baskı, İstanbul 1998, s. 22

¹⁰ İ. San, Yaratıcılığı geliştiren bir yöntem ve yaratıcı bireyi yetiştirme bir disiplini: eğitsel drama. Yeni Türkiye Dergisi 1996, s. 148-160.

In a creative personality, it lies at first in a personality that is open to curiosity, patience, change and innovation, ability to invent, adventure, risk taking, imaginative thinking, imagination, experiment and research.

Creativity occurs at the end of a particular type of personality. Flexibility, sensitivity, tolerance, responsibility, autonomy and positive self-criticism are among the characteristics of creative personality.

According to researchers, creative individuals have high self-confidence. For this reason, they have mental flexibility and broad perspective.¹¹ Creative individuals are more fluid and flexible than original thinkers and people around them.¹² Contradictions and locks in personality are less, and intellectual interest is much higher. One of the distinctive characteristics of creative individuals is independence. Creative individuals have higher autonomy and oppositional emotions; But they are less willing to comply.

Creative individuals do not like ambiguity, even alternatives do not tolerate, but there is a desire to see that anything can be combined with something else. At the same time, creative individuals are unsatisfied.¹³ For this reason, they identify problems that others have not seen and can respond to these problems in a significant number of ways.

Creative individuals do not act on what is known; They often show surprising and different approaches.¹⁴ They can relate ideas that are irrelevant; ¹⁵ They are eager to share, energetic, sexy, sensitive and have a sense of humor. With the development of creative thinking skills, the individual gains communication skills and adapts to new situations more easily. They carry a strong sense of compassion and exhibit a positive personality structure. But they have a different mindset than other people, the richness of their imagination can push these people out of the group and into loneliness.¹⁶

3. Processually Dimensions of Creativity

¹¹ İ. San, Sanat ve eğitim, Ankara 1985, s. 12-13

M.L. Rouquette, Yaratıcılık (çeviri: I. Gürbüz), İstanbul 1992, s. 15

¹² A.J. Cropley, Fostering creativity in the classroom: general principles. The Creativity Research Handbook. Runco, M.A. (eds). Volume One. Hampton Press. Cresskill, New Jersey 1997, p. 83-114

Ramazan YILDIRIM, Yaratıcılık ve Yenilik, Sistem Yayıncılık Geliştiren Kitaplar Dizisi, İstanbul 1998.

¹³ R.R. McCare, Creativity, divergent thinking and openness to experience. Journal of Personality and Social Psychology 1987, p. 52

A. Yontar, İnsanda yaratıcılığın gelişimi. Yaratıcılık ve Eğitim. A....Ataman (eds), Ankara 1993, s. 19-21

A.J. Cropley, Fostering creativity in the classroom: general principles. The Creativity Research Handbook. Runco, M.A. (eds). Volume One. Hampton Press. Cresskill, New Jersey 1997, p. 83-114

Hasan Güler, Eğitim programlarının dili ve yaratıcı öğrenme, Ankara 2001, s. 177

M. Tekin Bender, Resim eğitimi öğrencilerinde duygusal zekâ ve yaratıcılık ilişkileri, İzmir 2006, s. 294

¹⁴ A.J. Cropley, Fostering creativity in the classroom: general principles. The Creativity Research Handbook. Runco, M.A. (eds). Volume One. Hampton Press. Cresskill, New Jersey 1997, p. 83-114

A.J. Rowe, Yaratıcı zekâ (çeviri: Ş. Gülmen), İstanbul 2007, s. 47

¹⁵ K. Bell, Creativity: a mode of thinking. Greenville, Home School paper, Bob Jones University Pres, 29614, 1-2. South Carolina. Creativity and Innovation Management" 1997, p.14(2), 169-175

Ramazan YILDIRIM, Yaratıcılık ve Yenilik, Sistem Yayıncılık Geliştiren Kitaplar Dizisi, İstanbul 1998.

A. Ç. İlhan ve A. Okvuran, Zeka ve yaratıcı eğitim sürecinde birey. Eğitim Sürecinde Zekâ ve Yaratıcı Düşünce Çalıştayı. Eğitimde Zekâ ve Yaratıcılık, Milli Eğitim Basımevi, Ankara 2001, 34-40,

¹⁶ Ramazan YILDIRIM, Yaratıcılık ve Yenilik, Sistem Yayıncılık Geliştiren Kitaplar Dizisi, İstanbul 1998

A.E. Aslan, Yaratıcı bir çocuk yetiştirmek. Power of Creativity in Business. II. International Creativity Conference. Ergunalp, H. (eds.), Bilge Yön International & Eventus Conferences, İstanbul 2000, s. 102-110,

Creativity is "the synthesis of knowledge and experience from the solution of a problem that one is faced with and introducing new products out of the ordinary."¹⁷ Creativity requires experimenting with untried paths, suspicion of existing certain truths, and sometimes entering situations where it is risky to reach the end.¹⁸

According to Tardif and Sternberg (1988), the process of creativity involves gaps in existing known, active research to find problems or try to establish existing boundaries. Innovation and creative thinking are crucial for achieving permanent success in businesses.

3.1. Creativity Process and Steps

They argue that popular and highly adopted electoral approaches take place in four steps: preparation, incubation, enlightenment and evaluation.¹⁹ This approach is also called Wallas Model. This approach is a generally accepted, supported and frequently studied model.

3.1.2. Creative Process

Creative thinking is used synonymously by most people in the process of creativity. In fact, the creative process is more important than the original creative created because it is a learning of creativity in a sense. The stages involved in the creative process are different from one another, but are similar to each other. Doğanay (2002) briefly describes the steps Fisher (1995) has pointed out.²⁰

- Reminder
- Discovery
- Planning
- Activity
- Review

Creativity does not occur in space and spontaneously; It must be a stimulus or stimulus. This stimulus may be a comprehensive problem pending solution, or it may be a one-to-one question.

Exploring involves researching and examining, looking for solutions to problems, making choices. Creativity means rearranging what we know to learn what we do not know. In that case, we need to question what we know, and reconstruct it in a free mind. For that too, it is necessary to think divergently, not to choose one option but to think of many options, to delay the trial as much as possible, to constantly or intensify the effort and to give it time.

¹⁷ P. B. Paulus, Groups, teams, and creativity: the creative potential of idea generating groups. Applied Psychology, 2000, 237-263, p.49 (2),

E.T. Rıza, Çocuklarda ve yetişkinlerde yaratıcılık nasıl uyarılır? Yaşadıkça Eğitim, 2000, s. 5-12.

E. P. Torrance, Education and the creative potential. Minneapolis: The University of Minnesota Press, 1968.

K. Yenilmez ve B. Yolcu. Öğretmen davranışlarının yaratıcı düşünme becerilerinin gelişimine katkısı. Sosyal Bilimler Dergisi, 2007, s. 95-105.

¹⁸ A.E. Aslan, Yaratıcı düşünceli bireylerin psikolojik ihtiyaçları. Doktora tezi (basılmamış). Marmara Üniversitesi, İstanbul 1994.

¹⁹ Y. Özden, *Öğrenme Ve Öğretme* (7. Baskı), Pegem A Yayıncılık Ankara 2005, s. 181

²⁰ A. Doğanay, *Yaratıcı Öğrenme*, (Editör: Şimşek, A.), *Sınıfta Demokrasi* (3. Baskı), Eğitim-Sen Yayınları, Ankara 2002.

The third stage in the creative process is the planning phase. ²¹As Fisher (1995, Aktan Doganay, 2002) pointed out, one of the important differences between a novice person and an expert is that experts spend too much time planning. The following three points are important at this stage: defining the problem, gathering information about the problem or question, and visualizing the thinking.

The thought that is produced during the event phase is put into practice. Thus, it is observed whether the thinking at hand is realistic or feasible.

In the review phase, the process is evaluated. "What I did? How successful was it? How can this be improved? Are you reaching the goal? "Are the questions to be asked at this stage.

- 1- Preparatory Period: Conscious, logical and systematic approach to problems. The requirement or thing to be realized is identified, defined. Information or material is collected.
- 2- Incubation Period: It is the period when the individual has left himself to rest after the preparation phase. The solution of the problems takes place in the subconscious. New and original opinions may arise. This phase can be very short or very long. Deprived thinking, deep thinking, subconscious processes, visualization, emotions are at work.
- 3- Enlightenment Period: The period in which the solutions to the problems are evoked in the mind. It is the phase of solution. This phase is instantaneous. The solution or thing to be done suddenly emerges and develops.
- 4- Evaluation Period (Confirmation of Results): It is the period when conscious and logical thinking is predominant. Solutions are tested, defects are eliminated, deficiencies are completed. The solution (inventiveness) is the phase in which the necessary final corrections are made, evaluated and evaluated. ²²

3.1.3. Required Attitudes and Skills for Creativity

It is a fact that attitudes affect human behavior to an important extent and that creative thinking requires attitudes and skills.

Yildirim (1998) states the attitudes necessary for the development of creative thinking in the following way. ²³These; F) Self-confidence is high, g) Perfectionism, h) Everything is black-and-white, White, ı) Having sense of humor, i) Using imagination.

Along with these attitudes, creativity also requires some skills. ²⁴As Perkins (1991, Aktan Doganay, 2002) stated, Creativity requires intense desire and effort b) Creativity requires intrinsic motivation rather than externally motivated c) Creativity requires reshaping of thoughts d) Creativity can sometimes occur at the end of intense work, at the moment when the mind is free e) Creativity is the center of mind It requires working at the very tip.

4. Creativity Management

²¹ A. Doğanay, *Yaratıcı Öğrenme*, (Editör: Şimşek, A.), *Sınıfta Demokrasi* (3.Baskı), Ankara: Eğitim-Sen Yayınları, 2002.

²² N.Doğan, *Yaratıcı Düşünme ve Yaratıcılık* (Editör: Demirel, Ö.), *Eğitimde Yeni Yönelimler* (2. Baskı), PegemA Yayıncılık, Ankara 2005, s .172-173

²³ Ramazan YILDIRIM, *Yaratıcılık ve Yenilik*, Sistem Yayıncılık Geliştiren Kitaplar Dizisi, İstanbul 1998.

²⁴ A.Doğanay, *Yaratıcı Öğrenme*, (Editör: Şimşek, A.), *Sınıfta Demokrasi* (3.Baskı), Eğitim-Sen Yayınları, Ankara 2002.

The creative person needs continuous learning due to his unexhausted curiosity. It develops a range of abilities that can be taken out of the ordinary, fluent and flexible. In this context, what is important in creativity management is to encourage a non-essential viewpoint and to provide environment and facilities for employees to use new sources of information.

Eliminating the need for individual learning and self-improvement is crucial in the formation of competitive power in businesses. According to this, creativity means that individuals produce new information by using existing information. It is a reality that businesses that make a difference today are well guided by information.

4.1.Creative Thought Management and Organizational Creativity

It is possible to examine organizations in two categories as creative and non-creative organizations. Steiner made some distinctions between a creative organization and a non-creative organization; The criterion of the occupation, in particular the creative managers, that the organization has at this distinction. If managers have creative qualities, or if the most creative members of the group are benefiting from creativity to the greatest extent without fulfilling their goals, then this organization is a creative organization.²⁵

Organizational creativity requires progression from existing boundaries. These limits may be technological, social, organizational, informative, or physical. There are three different creatives in this context: creating new things, bringing things together, or describing existing things. Creativity is to enable people to open their eyes to what they see and to make it work in this area.²⁶

Creative thinking in the context of organizational creativity; Is a way of analyzing and revealing the hidden feelings and thoughts of the brain with the existing and possible materials (building blocks) that are appropriate to the age.

Creative thought management is; Is the way of providing communication and organization between people or units in the form of creative thinking. In creating a creative organization in this context;

- A) Having different feelings and thoughts
- B) To be able to adapt to the environment
- C) To have understanding, self-confidence and motivation
- D) To act with an advanced team spirit
- E) It is necessary to consider the merit principle in the promotion of the employees.

4.2.Organizational Creativity

There is growing interest in the creative work environment that fosters the creativity of employees, both academics and managers. Creativity and innovation are considered to be far more important than other proposals and prescriptions for companies that do business in a competitive, turbulent economic environment, although this is not a desirable phenomenon for every business.²⁷ This environmental pressure and the innovation needs of companies can only be achieved by improving the creativity of employees.²⁸

²⁵ Lütfü İlgar, Eğitim Yönetimi, Okul Yönetimi, Sınıf Yönetimi, Beta Basım Yayım Dağıtım A.Ş. İstanbul 1996, s 158

²⁶ Ahmet KOVANCI, Toplam Kalite Yönetimi, 1.Basım, Sistem Yayıncılık, Ankara 2001, s. 240

²⁷ M.D. Mumford, G.M.Scott, B. Gaddis,., J.M. Strange, "Leading Creative People: Orchestrating Expertise And Relationships", The Leadership, 2002, p. 705-750

In organizations, creative thinking is a concept that raises blood pressure, conflicts, contradictions, and emotional debates, causing conflicts. Because; Complex organizations require a certain future and control while at the same time require creativity and change.²⁹

Organizations need to encourage all new ideas in the company to produce new ideas and to say them without hesitation, over time, to evaluate and test the thoughts that have come to reduce creativity, authorize employees and allow them to make their own decisions within certain boundaries.³⁰

Also, to improve the quality of communication for employees, to avoid those working in anxiety and other emotional responses from giving open messages the way, is medium to purify the hazard to workers, to believe that employees will be successful and will increase the chances of success to trust them. Creativity is the most appropriate environment in organizations, regardless of the position of the person in the organization to ensure that the most appropriate individual freedom and social realization is to make itself.³¹

Table 1 summarizes the characteristics of creative individuals and creative organizations.

Table 1. Characteristics of Creative Individual and Creative Organization³²

Creative Individual	Creative Organization
It has conceptual clarity. Numerous ideas can be produced quickly.	It has people who think. Communication channels are open. It operates suggestion and thought systems without additional responsibility. Supports building relationships with external sources.
It produces self-esteem and unconventional thoughts.	People work in different personality types. Separate non-experts in problem solutions. Allows the use of unconventional methods.
Consider your thinking by value, not by source. It becomes motive for resolving the problems and monitors wherever they are.	It has an objective approach. Thinking is not by status, but by value. The election and the ascension are only according to the leitmotif.
Significant time to explain and analyze.	Invests in basic research. It creates flexible and long-lasting plans. New

²⁸C.E., Shalley, J.E.P.Smith, "Effects of Social-Psychological Factors on Creative Performance: The Role of Informational and Controlling Expected Evaluation and Modeling Experience", *Organizational Behavior and Human Decision Processes*, Vol. 84, No. 1, January, 2001, p. 1–22.

²⁹J. Zhou, J.M.George,. "Awakening Employee Creativity: The Role Of Leader Emotional Intelligence", *The Leadership Quarterly*, Vol. 14, 2003, p. 545–568.

³⁰M.D.Mumford, "Managing Creative People: Strategies And Tactics For Innovation", *Human Resource Management Review*, Vol. 10, No. 3, 2000, p. 314

³¹S.Wong, L.Pang, "Motivators to Creativity in The Hotel Industry, Perspectives of Managers And Supervisors", *Tourism Management*, Vol. 24,2003, p. 551,

³²H.G. Hicks, R.C.Gullet, "Management", 4th edition, McGraw Hill Inc. USA 1981, p. 121

	It does not judge on thought, without doing analysis and without research. He agrees that every subject will change.
He hardly accepts authority and is flexible. Accepts the existing impulse and has no method. He reviews.	It has self-management. It provides resources and time to eradicate mistakes. He waits for the risk and accepts it.
The decision has independence. He gets out of his often-accepted thoughts and It sees itself differently.	It is autonomous and independent. It contains original and different purposes.

4.3.The place of leader in organizational creativity

Sufficient number of motivated and growing leaders will see the key catalyst for organizations to develop creativity and innovation in the workplace.³³ Unconventional, unconventional leadership behaviors play an important role in promoting and activating creativity in organizations. These leaders act as models and encourage employees to think differently and creatively like themselves, maximizing the benefits and benefits of organizations in terms of many interest groups.

Leaders are people who can put creativity in the knot.³⁴ Leaders reveal the creativity talents that exist in the organization and form the vision for this issue. The creative elements that leaders provide to the organization are as follows:³⁵

- Recognize your freedom to decide which job to perform on your workforce or how to do it: Sensitivity control on the job,
- Struggle: Creation of hard work and hard work in important tasks,
- Sufficient resources: Providing the funds, materials, activities and information required for success,
- Management incentive: A supportive managerial understanding that defines goals, supports the workforce and working groups, contributes to them and is heard within the organization,
- Organizational incentives: a culture that encourages creativity based on openness and affirmation, rewards and approval for creative work, providing mechanisms for developing new ideas and sharing this vision.

³³ J.R.B.Halbesleben,., M.M.Novicevic,., M.G..Harvey,., M.R... Buckley, "Awareness of Temporal Complexity in Leadership of Creativity And Innovation: A Competency-Based Model", The Leadership Quarterly, Vol. 14, 2003, p. 433-454.

M.D..Mumford,S.Connelly, B... Gladdis, "How Creative Leaders Think: Experimental Findings And Cases", The Leadership Quarterly, Vol. 14, 2003, p. 411-432.

³⁴ K.S.Jaussi, S.D.Dionne, " Leading For Creativity: The Role of Unconventional Leader Behavior", The Leadership Quarterly, Vol. 14, 2003, p. 475-498.

S.S.Kahai, J.J.Sosik, B.J.Avolio, "Effects of Leadership Style, Anonymity, And Rewards on Creativity-Relevant Processes And Outcomes in An Electronic Meeting System Context", The Leadership Quarterly, Vol. 14, 2003, p.499-524.

³⁵ G.Angela "The Art of Leadership", Management, Vol. 44, Issue. 11, 1997,p. 120-121.

M..Baer, G.R Oldham, A. Cummings "Rewarding Creativity: When Does It Really Matter?", The Leadership Quarterly, Vol. 14, 2003, p. 569-586.

J.Zhou,J.M.George, "Awakening Employee Creativity: The Role Of Leader Emotional Intelligence", The Leadership Quarterly, Vol. 14, 2003, p. 545-568.

4.4. Evaluation Of Creativity In Terms Of Businesses

An enterprise has to better meet and satisfy its customers' needs from day to day to be able to live and improve. The customer will want to maintain relationships with businesses that produce more economical goods and services.

As a basic condition for being able to survive and grow up in today's competitive environment, It is a fact that new products that meet one or more of the basic needs of the consumer are able to develop strategies that will provide maximum benefit for minimum cost. In this sense, it appears that the reason for the need for creativity in businesses has once again emerged.

Godin (2006: 142); "You have discovered the ends. What happens if you are the cheapest, the fastest, the slowest, the hottest, the coldest, the easiest, the most effective, the most hated, the most imitative, the outermost, the hardest the oldest, the most recent, the most difficult? If there is a limit, you must force it ", emphasizing the importance of being different.

To Provide Growth in Businesses;

It is necessary to develop new products and to make a difference with the inclusion of "BESTs" which include cheap, quality, new, effective expressions such as those mentioned by Godin.³⁶

Businesses should develop strategies to create their systems and to reach the goals of Sonar as they decide on their mission and vision. At the beginning of these methods should be the strategy of "being innovative and being a creative company".

RESULT

It is only through the development of new ideas that businesses can sustain their growth and continuity in a global competitive environment where change is rapidly taking place.

Today, "creativity" is a basic condition for businesses to develop new products and services, to develop products with different designs, to change customer preferences continuously, to expand customer base in abundant product and price diversity, and to be recognizable among competitors.

This is only possible to create an effective organizational climate. In organizations, the behavior of the leader is important in the event that the source of the individual reaches its goals and can act on this line.

Active working leaders show a positive attitude towards the feelings and needs of their employees, while giving importance to the needs and feelings of the organization's employees in the context of achieving organizational goals.

The role of increasing the durability of businesses, being innovative, exploring new products and services, introducing new processes, new marketing ways and new procurement opportunities is a big one and it is a fact that will give them a competitive advantage over other companies in a competitive environment.

³⁶S.GODIN "Mor İnek" Elma Yayınevi, İş ve Yönetim Serisi, 7. Baskı, Ankara 2006, s. 142

SUMMARY

Companies today to win, they want to reach first in the future. “History to repeat, do not create future success.”

The ideal approach to change management, application framework and overall objectives set by top management. Managing change, all the employees themselves and their creativity is important to create an environment that can be used for the benefit of the company.

Enterprises which form the basis of national and international economies have to develop and enlarge. Purchased by the employees of the companies, information, elements such as diligence can be anywhere in the world today. The companies are focusing on creating innovative creativity and creative working environment in order to get different business outcomes. Creativity is a human function that forming new conclusion. Workers of knowledge society have creative thinking capabilities. Hence, creativity firstly begin individual level and then organization set up suitable environment for workers and encourage them to secure organizational creativity. The recent globalization in information, technology, marketing and competition have made the enterprises to adapt “innovative and creative” organization structure to be able to accomplish “profitable growth and Competition power.” As producing the quality of goods and services has been of high importance in today’s world, it has been highlighted that, in addition to being qualified, there is a critical need for creativity in manufacturing, competition and in proactive solution for development.

Enterprises have to be different from their rivals. Therefore, they need creative ideas in goods manufactured, services provided and production techniques and in all the Process including administration approaches.

Our study, is an attempt to define and list the characteristics of creativity, as well as to provide explanations regarding the reasons why enterprises need creativity. It also deals with why there is a need to enhance creativity in enterprises and the obstacles they have on the way to accomplish this.

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