

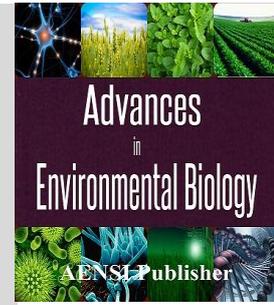


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Creativity and Innovation in Organization

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ABSTRACT

Increase of creativity in organizations results in promotion of quality and quantity of services, decrease in costs, to prevent wasting of resources, decrease of bureaucracy and rising affectivity and creating motivation in business pleasure in personnel. In this paper, concept of creativity and its components and innovation which is human's properties and manifest its conditions, study in organizational view point. since the main of human activity have done in organizations and it cause to development of creativity in management and science area and then utility in organs has defined in organizations in dimensions of its taken & set and it base on the simple formula (input + output = utility) is analyzed in consider to, we can be in create utility with improvement of this relation means that we receive more & the better taken with the certain sets.

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INTRODUCTION

Today, constancy in working place change to inconstancy and lack of confidence, and an ancient arts & handicraft have gave their place to modern industry, they does n't give chance to using an ancient skills and the feature encounter to dangers and chances, because every creativity and innovation cause to change that is can be provide chance to everyone for the optimal usage from this chance.

Productive and server organizations and institutions should recognize this important affair and they present new products continuously or trying for improvement of works.

Creativity and innovation denote to unknown things in view to its nature and danger or risks along with , of course, It perhaps didn't provide satisfactory results in regards to rates of investment , nonetheless negligence in investment for creating it can be cause to failure of organizations, due to provide special conditions, Therefore many researchers and theorist emphasis on this subject. For example, Shumpter is one of first pioneers has noted importance of itif for success of institutions and its effect in society (Nili , Aram , 2004).

Definition of Creativity:

There are very definition about Creativity. Some of the important definitions are studied here.

*Creativity means: try to the objective change in organization's economical and social power.

Creativity is using mental abilities for Creating a new concept or thought.

* Creativity means having ability for training or Creating a new thought.

(in management area is similar to produce a new production)

* Creativity includes passing on anew way or going to a way in a new method (Nili , Aram , 2004).

Definition of Creativity with organizational view point:

Creativity is to present a new thought and plan for promotion of quality and quality of organizational activities, for example increasing utility , rising services and products , decrease of costs, products and service from the better method , new services, etc. Robert. J. sternberg and lindai (1992) had known G factor which effect on creativity:

1- Knowledge : having basic knowledge in limited area and experience and experience in long years.

2- An intellectual ability to present a Creative idea from revising and new connects in issues.

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- 3- Thought style: Creative persons select Creative style against organization method and manager's method.
- 4- Personality: the Creative person has special features such as :being insistent and resistant against internal and external pressures and insistent to temptation for become similar to the people of society.
- 5- Motivation : the Creative persons motivate to they done their idea.
- 6- Environment: the Creative persons appear in asupportedplace/ environment generally.

Innovation:

Innovation means manifested Creativity and applied action.

In other words, innovation is a realized thought and presenting new production. Also, innovation is to present new process and service to market. Innovation is using mental abilities for creating a new concept or thought. (poor dariani, 2004).

Concept and place of Innovation and Creativity:

Scientists have began research about creativity and its elements over a century ago, but basic motivation for more research was produced by Guilford in 1950.

Guilford says that Creativity with divergent thought (to obtain a new approach for solution) against convergent thought (about a correct answer) is synonym. (Shoraray, madani poor, 1978).

Creativity similar to justice, democracy and freedom have different meanings, but the common factor in all of Creativity is studying new factors include Creativity factors and as it acts as cultural inheritance but new case is compound of factors in new pattern (Jack favor and glass nepton, 1992) try to Creativity is a tool for innovation.

Of course, Creativity is a mental and intellectual Creativity.

Innovation have a practical aspect, really its final result of Creativity (ferdonian, 1981, PP5, 6,7).

Term "Innovation" was used in a spread concept as process for using knowledge or information related to produce or introduce useful and new things, also Varking describes :Innovation is a revised (concept) thing for planning and creating and it stabilize organization's position against contents, also, it done along time competitive preference.

Innovation words Innovation is creating a new thing and it follow a certain purpose, then apply it.

Therefore, general definition of innovation is creating every new thing that follow purpose and complete it. Innovation define as a new idea related to an organization's or industry or a nation (Khodad Hosseini, 1999, P.48).

Difference of Creativity and innovation:

Although, Creativity use as synonym for innovation. But researcher believed these two terms should be considered separately because they have separate meanings and definitions (1970). Creativity refer to bring new thing to new stage (1969, Davis). (Rezonfeld & s. 1990).

Creativity from innovation was separated by this equation:

$$\text{Innovation} = \text{concept} + \text{invention} + \text{profiting}$$

In above innovation equation, concept refer to idea that with regard to its reference pattern department, organization or a new cumulative knowledge. word "Innovation" refer to every new idea which it receive to fact. Profiting denote to obtain maximum use of innovation.

There are difference about change and innovation (ketzocan, 1978), for example, change can cause to improve business pleasure, whereas Innovation effect over than a person and its effect beyond of department producing it. (Larsen, 1993).

In other research about change of technique said its something different with past time but innovation is creating ideas were created for new organization.

Therefore, innovations reflect a change, while all of changes are not innovation.

Changes result of innovation and innovation and creativity process (K. 1967). there are many theories about basic differences and nature or origin of these words, also writers believe that: creativity means ability for compounding idea in a singular manner or produce coherence among ideas (Rabinz, 1991). Creativity includes using mental ability for create a new concept or thought (R. 1994). Innovation is taking creative idea and transfer it to service, product and new methods for operation (Rabinz, 1991).

Innovation include making applied that new thought result in creativity, that is, in creativity obtain information and in innovation information present in different forms (Rabinz, 1991). Organizational change determine as taking a new think or behavior by organization, but innovation of organization is to talk idea that is new for condition, market, organization. The first organ which introduce this idea was consider as innovator and that organ copy it which it was adopted a change. (Richard, I. Daf, 1992). Based on definition, creativity is requisite for innovation.

Searching a new thing depend on creativity. Creativity is finding or produce a new idea while innovation is to be making realize that idea. Although we cannot separate these concepts, but can be imaging creativity is a place for development & evident of innovation. there is a long way from creativity to innovation and for creating a new product or service from new idea appear in mind of persons and in future years, a new idea will turn into new service or product by other person (Alvani, 1993, PP. 223-224). Creativity refer to power for create new ideas and innovation means making applied that new thought. In short, we result in regard

to above theories, creativity refer to bring new thing to existence stage or, in other words, that is denote on finding new things. Although, it doesn't arrive to use stage. Innovation as a new idea includes development of a product, a service or process, that is related to an organization, an industry or nation or new world. These Innovations leading to the better change and accordance organization with new ideas (Aghaei, 1999, P.26).

Process of creativity & innovation:

Stages of creativity define in activity of understanding and human's wisdom or the separated stages but coherence. It direct human to approaches. Authors and writers have considered these stages in a different type. Creativity in clued stage for confronting to idea or problem, and relation of face to environment which around a creative person (Etric, 1974). Theorists of management science divide creativity into 3 stages: creativity idea, training or nurture idea and using idea & thought (Albersht, 1987). Applied stages include 5 stages. These stage is consist of: take in information, inspiration, test, refining and present.

Albersht believed that the creative person attracts information around her /himself and for study problems, He / She investigate, different approach, when the creative person's mind is full of raw data, in an invisible way, begin to work and after analyze them. Compound information and present a approach to solve the problem (shahraray, mehrnaz, madni, 1996).

Features of the creative organization:

Completed and pressed competition:

In an organization creativity done when competition is complete.

Culture:

A main factor help to boasting of management is people's culture. Base on a good culture, wasting time is sin. It's clear, in this appropriate path to competition, the creativity or dynamic organization were shaped.

Access to manager:

In creative organization s, knowledge has scattered in level of organization abundance and receive view point of others.

Respect to individuals:

They believed can be along with needs of organization develop.

To Present service:

A final purpose in these organization s regard to needs of society and attracting pleasure of people expert knowledge: In creative organization, individuals don't have a special expert and receive appropriate place need to change Job.

Groupwork:

Relation of staff with organization: the permanent and long relation of personnel with these organizations and their Job security are features of these organizations.

Manager's acceptance from change factor: In these organizations, managers know change as a stable & disavation factor, accept it and don't resist against it. Then in organization doesn't need time for prevent to contact with special changes because they believe change is a positive value (zeraei, 2000).

Role of manager in creativity:

Role of manager is important in set that creativity and innovation are principle factors because management persuade talent & ability for innovation and creativity or his/her performance can be prevent to this important affair. The creative manager's art consist of using creativity other and finding creative minds. Creative management should create place that himself can be creative and provoke personnel of organization for innovation. This space far from today's work, and everyone solve his/her problem for individuals think in organization should create space to present theory and ideas in that place. One of the most important for nurture personality and innovation, creativity and even the social development is consultation. The people consult, have more intellect and inverse. A creative organization dependent on personnel self-control. The self-management present in to want an inclination for creativity and initiative.

Management leave an impression on 3 components of creativity that is, expert skills of creative thought and motivation. But effect on 2 first component more difficult than motivation. Internal motivation was increased by small changes in organization. But this point doesn't mean manager forget developing expert and skills of creative thought. When Priority is under consideration, action effect on internal motivation give more quick results (draker, n.43).

Conditions for establish creativity and innovation:

Writers consider different conditions for creativity. The main solutions can be stimulate creativity consist of:

1. creative space : one of ways to appearing innovation is the space stimulate creativity. That is, management always ready to hearing new ideas from everyone in organization. Really organization should be search new ideas and doesn't expect to present new thought. using talent management system (TMS) is effective tool for organization. Management of using these tools can be spread skills of talented personnel correctly. Perhaps you face to talented individuals work in a organ but they don't considerable results. This point due to loss of TMS.

TMS have 4 element for talent; A) attract talents B) keep talents C) mange talents D) discovery talents.

1. Giving time for creativity: institution can be provide office to personnel that having require competence.
2. To establish systems for suggestions: one of methods for persuade creativity is system for receiving suggestions and a method provide for present suggestions.
3. To establish a special unit for creativity: sometimes a special group employ for creativity and innovation, and in same organization this group was called research & develop unit. These units spend his /her times for finding new ideas to present service or production. Of course, these pure ideas can be having applied aspect. But today applied research s are considered. (Rezaeian, 1994 , PP29-51).

Features of creative and innovator person:

Individuals are different from creativity viewpoint. Every one has creative life, sense of potent nurture and accept failure. With kindness and it gather forces for obtain purposes.

Valuable time of his /her life doesn't waste, idleness, many unemployment become sad him.

Creative person doesn't dependent on wealth. Expensive cars and costly are good, but it isn't principle creative person does n't search prosperity in titles and life in a famous zone. Creative person keep aloof reactive funs, passion purposes with happy spirit, and does n't find chance for selfishness and eager, looking aim. He /She has a constant sense of youth which all of people need to this sense, unfortunately the most individuals don't have it, time is creating a safe mental picture , time is start and isn't late (Maltz, PP212-213).

Features of Creativity organization: organizations & companies in age as called: age of knowledge, (supra) industry age, age of information society , speed age , Creativity & innovation age, ready indirect to manage fast changes and deep develops.

So that, Creativity & innovation as a basic principle , accept as an important factor for survival of new organs and companies.

Base on this reasoning , developed countries emphasis on training and consider to Creative person who is innovator present new and creative approach for solving problems.

The creative organization s have special properties. The most important feature of this organization , their flexibility in facing to crisis s which they resulting from an economical competitions.

One of reasons for introduce economic theory of management emphasis on this subject the flexible organ against problems have logical behavior, if change need, after study will do it. Creative structure is show that relations and suggested rate of its flexibility.

Organization s have inflexible structure for establish cooperation in crisis age involve in confusion other new attitude, as a management base on expect was considered which trying to develop expects. this attitude beyond other attitude, because instead of focus, on mental element emphasis on human element, because with attitude manager persuade to do guidance base on expects. All of constructor plans. Action and operations origin from expects.

Conclusion:

New ideas obtain with thinking that mind involve a problem deeply and by omitting or compounding facts help to clearing new thought. attitude provide in this way , help to imagine in finding new think origin of new think is imagination power , no human's logical power. Different cues which is obtain. Were analyzed and related to each other to receive the best thought.

Human's idea s relate to others and due to association in creating and appear in new think is more effective.

The present paper recognize results of importance of implicit knowledge in creativity, role of implicit knowledge in management of innovation and notes cases of problems.

Then, base on investigations in this area, integrated model for describing effector implicit knowledge on successful management in innovation was present.

In the end, key elements of management of implicit knowledge were recognized and positive effect on success of innovation was analyzed. Creativity and its product of this process means innovation , in sets cause to increasing effective level of personnel in educational organization s and according to process of creative solution of problem in ideal conditions (finding solution and finding idea-fact) organization can be convergent with changes in system and obtain utility.

In this direction was tried to along with state importance of creativity and innovation in development and survival of organs to discussion study.

Suggestion for developing creativity and innovation in organ techniques of reinforce of creativity & innovation in organization are affairs which are need to organization therefore, they include in work and culture of organization.

Whenever manager and statist of organization do n't have believed in creativity and innovation as a necessary activities, no one of activity will be not durability in this area.

To create and training an innovation and creativity should observe these techniques:

1. Brain storm: apply a conference technique which from it group try to present solution for problem, with gathering ideas of members (AGhaeei f.1998, p.119)

Taking pattern from nature: one of techniques of innovation and creativity in technical invents which have spread successful application is initiation and taking pattern from nature. Invents which have shaped in final decades in communication science. Computer programming and artificial intelligence, were done by imitation from human's brain activities and activity process is as from that make new tools in future with continue these techniques (Aghaee fishani, 1998, p.126-127) 3. nominal group techniques: it's techniques which is common in industry decision-making in this technique consist of 5 stages:

1. Members of group gather in a desk and subject was gave to them in written and then they write solution.
2. Every one of members present a suggestion to group.
3. The recorded suggestion in group were discussed to become more clear and complete concept for analyze.
4. Every one of members graded ideas hidden and independently.
5. Decision of group, that is decision which obtain the most point totally.

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