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## **The Creativity; a path to development**

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**Abstract:** Creativity can be seen as the prelude to the emergence of talents and tastes that all people can benefit from this important thing, they just need to learn to be familiar with the fields of its emergence and be able to use it. In this path, it is important to know yourself and move towards this valve. Creativity is both an art and the ability to find new ideas to discover and solve problems and remove obstacles. Therefore, paying attention to creativity can cause the movement towards development. For this reason, learning the concept of creativity and the ways and methods of its development can open the way for better thinking and more success in various fields of work, education, etc. A process that can be used to create a new value can be achieved through continuous effort and follow-up. Accordingly, different countries around the world have always been trying to provide the investment needed in this sector. Because with the development process of creativity, many economic and social problems such as unemployment, recession, lack of new ideas, uncertainty of investment and similar things can be solved.

**Keywords:** Creativity, Creation, Development.

## 1. Introduction

Creativity is a process that can be developed and improved. Everyone has some creativity, but like many abilities and talents, some people have a higher level of creativity. Some people grow and study in an environment that provides more opportunities for creativity than others. They have learned to think creatively and act creatively. Gilford (1962) defines creativity as a divergent thinking in the form of achieving new approaches to problem solving and contrasts it with convergent thinking, which means achieving the correct answer. According to Bodo (1978), creativity is the desire and taste for creativity that exists potentially in all people and at all ages and has a direct and close connection with the social and cultural environment. In the definition of creativity, Proctor (2002) states that creativity is breaking and rebuilding one's knowledge about a subject and gaining new insight into its nature. Rickards (1997) is of the opinion that creativity is getting out of mental patterns and discovering new and meaningful things. Amabile (1997) defines creativity as generating new and useful ideas in all fields. According to the above definitions, creativity can be defined as art and the ability to find new ideas to discover and solve problems and remove obstacles (Ketaforuosh, 2023). Factors affecting creativity can be divided into two categories: personal and environmental. Individual factors are related to personal characteristics and environmental factors are related to individual situations in relation to others. Amabile (1997) used the same classification in his study on creativity by interviewing 120 scientists. According to the results obtained from the research, individual factors include diverse personality traits, self-motivation, special cognitive abilities, willingness to take risks, expertise in the field and diverse experiences and environmental factors include freedom, sufficient resources, sufficient time, suitable atmosphere, suitable research design and pressure. According to these materials, the present study tries to examine the concept of creativity and ways to increase the amount of creativity and idea generation.

## 2. Theoretical foundations and conducted studies

### 2.1. Creativity and factors affecting it

When creativity is formed in an individual and team format based on creativity skills, work motivation and expertise, this can have a positive effect on the work environment, because innovation can be nourished by creativity and the ground for creating it provides a

suitable creative platform in the organization. Innovation in the work environment also consists of 3 parts of managerial approaches, resources and organizational motivation, which when created can affect the level of creativity. This model continues as a continuous cycle, and any organization that can implement it will constantly move towards creativity and innovation, which will provide the basis for its further development. Amabile is of the opinion that creativity skills can be improved by increasing learning and practicing creative techniques, improving cognitive and intellectual flexibility and independence in thinking. Personal characteristics are one of the most important factors in the growth of creativity, because it can be said that there are many moral similarities and commonalities between creative people. Torrance (1980) also concluded after years of research and study that the basis of creative people's personality consists of independence of thought, great fascination for their favorite problem or activity, courage, curiosity, honesty and willingness to take risks. According to him, these traits are among the distinctive traits of creative people, and by paying attention to these traits and trying to cultivate them, we can help to increase the level of creativity of people.

### 2.2. Obstacles on the way to creativity

The emergence of creativity in people requires the presence of some personal and environmental characteristics, if any of them are missing, the process of creating creativity can face problems. In this case, there are also obstacles that make it difficult to create creativity. Various classifications have been made for creativity barriers. In a classification of barriers to creativity, they are classified into 3 categories: cognitive, emotional and social barriers. Cognitive barriers include habit, inflexibility, turning away from ambiguities, relying on assumptions and negative thinking. Emotional barriers include factors such as fear of failure and mistakes and lack of self-confidence. Social barriers also include things such as conformity, seeking approval, and fear of not being accepted by society and traditions. Hosseini (2008) divides creativity barriers into 2 environmental and individual categories. Environmental obstacles such as unfavorable atmosphere, limitations, pressure assessment, competition, insufficient resources, weak research plan, killing ideas and individual obstacles include lack of perception, lack of skills or experience, lack of flexibility, external motivation and lack of social skills. Amir Hosseini (2004) also introduces the obstacles to creativity in the form of fear and anxiety, lack of

encouragement and motivation, independence and intellectual tyranny, hard and forced work and too much busyness, avoiding research and searching, fear and worry about not continuing work or the possibility of its stopping, cultural or social and economic weaknesses, lack of mental health in the work environment, mental laziness, lack of concentration and justifying the action instead of explaining the cause (Ketabfroush, 2017).

### 2.3. Conducted studies

Mdhlalose (2024) examined employee rewards and work environment on employee creativity and innovation. The results showed that employees' ability to be creative and innovative is bolstered by all three types of rewards: intrinsic rewards, which have a positive effect on intrinsic motivation, extrinsic non-financial rewards, and extrinsic financial rewards, which can either encourage or discourage employees' efforts to be creative and innovative. Organizational environments that promote and cultivate employee creativity and receptiveness to novel ideas are more inclined to cultivate a culture that fosters creativity and then innovation.

Febrianti (2024) investigates the influence of creativity and innovation on competitive advantage through price within the Kelom Geulis Creative Industry in Gobras Village, Tasikmalaya City. An explanatory research approach was employed to elucidate causal relationships among variables through hypothesis testing. The study used Structural Equation Modeling (SEM) and Partial Least Squares (PLS) analysis to analyze the data. Data was collected from a purposive sample of 200 customers who purchased Kelom Geulis products. The findings demonstrate that creativity ( $t = 3.071$ ,  $p = 0.002$ ) significantly influences competitive advantage. Similarly, innovation ( $t = 8.177$ ,  $p = 0.000$ ) significantly affects competitive advantage. Additionally, the price ( $t = 4.268$ ,  $p = 0.000$ ) plays a substantial role in shaping competitive advantage. Indirectly, creativity significantly influences competitive advantage through price ( $t = 2.299$ ,  $p = 0.022$ ), while innovation also significantly influences competitive advantage and Price as a mediating variable ( $t = 3.403$ ,  $p = 0.000$ ).

Lua et al. (2024) studied multilevel outcomes of creativity in organizations. The results showed that employee creativity may not always translate into organizational innovation and performance. In fact, employee creativity may result in various outcomes for creative individuals,

their coworkers, teams, and organizations. While there have been several integrative reviews on the antecedents of creativity, an in-depth review of the outcomes of creativity is still needed to gain a holistic understanding of the benefits and costs of employee creativity and identify fruitful areas for future research.

Halinski et al. (2023) examined creativity during threat to organizational survival by the influence of employee creativity on downsizing survival selection. Although research consistently shows that employee creativity contributes to positive outcomes for teams and organizations, we have limited insight into how employee creativity shapes the outcomes of those employees who demonstrate such creativity, particularly in the context of environmental uncertainties. Drawing from event system theory and threat rigidity theory, we argue that under a threat to organizational survival, incremental creativity has a positive, and radical creativity has a negative, indirect effect on downsizing survival selection via manager evaluations of employee job performance.

### 3. Theories in the field of creativity

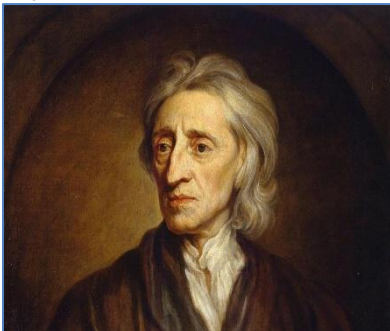
Various theories have been mentioned in the field of creativity, in these section 5 theories will be examined. These 5 theories are Locke's associationism theory, Maslow's humanistic theory, Guilford's factor analysis theory, Erikson's psychosocial development theory and Gordon's innovation theory.

#### 3.1. Locke's theory of associationism

The dominant school of the 19th century in America and England was the school of associationism, which included Locke's thoughts and ideas. The theory of associationism states that new ideas are obtained from old ideas through trial and error. In other words, it can be said that when a specific idea is created in the mind of a person, the related idea is immediately associated in the mind. The newer and clearer these two ideas are and the more features they have, the more likely they will be combined. Abundance, novelty and clarity are the 3 important principles of the theory of associationism. Therefore, old ideas are combined and become new ideas with better organization. So, creative thinking can be considered the establishment of mental connections, and as the amount of association on the part of a person increases, the amount of his creativity will also increase (Ketabfroush, 2021).

#### 3.2. Maslow's theory of humanism

According to Maslow, creativity can be classified into two types of special talent creativity and self-actualization creativity. The creativity of a special talent can be seen along with the psychological state, and the creativity of self-fulfilment arises in the context of a healthy personality. Also, Maslow categorizes human needs into 5 categories: biological needs, security needs, social needs, respect, self-actualization, and self-motivation. According to Maslow's point of view, human motivation is not a superficial phenomenon, but a deep one, and human



Picture (1): John Locke (1704-1632)

desires are ultimately not the motivation for his actions, but a means for other desires. Maslow introduces higher needs or values as needs such as truth, goodness, beauty, uniqueness, completion, necessity, justice, order, evolution, ease, unity, humour, self-sufficiency, being meaningful and being rich. Meanwhile, Maslow introduces the needs or values of deficiency in cases such as dishonesty, evil, ugliness and disgust, specificity, incompleteness, seeing everything as a coincidence, cruelty, lawlessness, lack of evolution, confusion and distress, disharmony, humour that hurts others, dependence, lack of meaning and lack of variety (Ketabforoush, 2023).



Picture (2): Abraham Maslow (1970-1908)

### 3.3. Guilford factor analysis theory

Guilford (1960) is one of the experts who has studied and researched nature and measurement of creativity the most. According to him, intelligence includes 120 different factors and abilities, of which only about 50 factors are known. These abilities are classified into two main categories of factors related to memory and factors related to thinking, and the contribution of factors related to thinking is very high. The abilities of convergent thinking and divergent thinking are part of the abilities of thinking, each of which has sub-sections. Gilford first introduced creativity-related abilities including divergent thinking, which later concluded that other more detailed factors are also involved in this matter. According to Guilford, divergent thinking or creativity includes eight basic dimensions of problem sensitivity, fluidity, new ideas, flexibility, co-organization or combination, analysis, complexity and evaluation (Ketabforoush, 2021).



Picture (3): J-Paul Guilford (1897-1987)

### 3.4. Erikson's theory of psychosocial development

The theory of psycho-social development was presented by Erikson (1902), which shows the relationship between personality and the scope of society and culture. He assumes eight predictable and definite periods for growth that start from birth and continue until old age, each of which has its own needs, experiences, contradictions, and conflicts. For example, children experience creativity and initiative in the third stage (3 to 6 years old) and in the third period of development, the child begins to discover the world, and he learns how the world is and how he can influence it.

When the child's activity is successful, he will deal with the world with a constructive view and find a sense of initiative, and when he is blamed and punished, he will feel guilty for most of his actions. The effects of dealing with experiences and how to resolve conflicts show themselves mostly in middle age, when conflicts are successfully resolved, the ability to cooperate and accompany a person with others and engage in creative work is provided (Ketabforoush, 2023).



Picture (4): Eric Erickson (1902-1994)



#### 4. The conditions for the emergence of creativity and innovation

Many experts believe that there must be a series of conditions to create creativity and innovation. Creative space, spending time for creativity, establishing a system of suggestions and creating a special unit for creativity are among the conditions for creativity and innovation. One of the important ways for the emergence of innovation is to create an environment that stimulates creativity. In this way, the management should always be ready to hear new ideas from the people in the organization. In fact, the organization should be in search of new ideas and not just wait for new ideas to be presented. The use of talent management systems is an effective tool in the organization. By using this tool, managers can develop the skills of talented employees properly. The talent management system has four elements: attracting talents, retaining talents, managing and managing talents, and discovering talents. Spending time for creativity is another condition for creating creativity and innovation. For this purpose, institutions can assign a special office to each of the employees who have the necessary qualifications. The system of receiving suggestions is also an effective method in creating creativity and innovation. Because with this method, conditions can be provided to encourage people to be creative. In this way, a method for presenting suggestions should be provided. Allocating time for creativity and innovation can be very effective and necessary. Sometimes, a special group of employees is hired for innovation and creativity, and in some organizations, this group is called a research and development unit. Such units spend their time finding new ideas for providing services or making products and technologies or simply doing research work. This kind of research is done for the advancement of knowledge without trying to find its immediate application. Of course, later these pure thoughts can have a practical aspect. But nowadays, applied research is more common and interesting (Ketabforoush, 2021).

#### 5. Secrets of guiding creativity and innovation

Leaders of innovative companies believe that they have a vital role in creating a culture of strengthening and supporting creativity. Kathleen introduces ten characteristics for innovative leaders. They think. These leaders spend considerable time thinking because they believe in the power of individual creativity and the ideas produced. They have the power of insight. These people are completely focused on the values, vision and mission of the company and spread it through the organizational culture in all the goods and services of the company. They are able to convey to others exactly what they want to achieve. They listen to customers. These managers have realized that current or potential customers can be a valuable source of new ideas about the development and improvement of goods and services, sales techniques and defining the company's position in the market. They know how to manage ideas. As they search for new ideas and

creative solutions, they look for a range of resources from customers, employees, boards of directors and even their dreams. These managers are people oriented. These leaders employ people because of their creative abilities and then put them in a position that allows their creativity to flourish. These leaders consider employees and their ideas as one of the important parts of the company's competitive advantage. They follow the culture of change and not only seek to manage change but also strive to strengthen it. They are looking for change and believe that the need for improvement is a continuous need. They maximize synergy, balance and team focus. They have realized that teamwork leads to strengthening creativity and innovation, and they bring people with different backgrounds to the team to maximize the creative output of their company. This group of managers hold themselves and others responsible for high performance standards. These leaders seek to obtain the highest quality results from themselves and their colleagues and do not settle for anything less than that. They do not accept a negative answer. Even if others insist on the impracticality of doing something, these leaders insist on its implementation. These managers love their work and enjoy doing it. The intense interest of these leaders in work is contagious and this leads to the empowerment of all employees to achieve the goals that they are potentially capable of implementing (Ketabforoush, 2023).

#### 6. Conclusion

Perhaps creativity can be described as the ability to generate new ideas by combining, changing and reusing ideas and presenting a new design. Sometimes this combination provides a very attractive and lovely output that everyone calls creativity, and sometimes the output is an idea or a non-useful product that you will not see any sign of genius and creativity in it. For this reason and in order to be successful and win in today's fast-paced competitive world, we must learn to be "creative", perform better than before and strengthen our creativity. Creativity, like many other skills, can be learned, practiced and strengthened. Creativity is an ability that allows people to develop new ideas, but this definition is still vague and elusive; it is like saying that swimming is the ability not to drown in water. This statement is technically correct, but it does not help us understand it correctly. For a deeper understanding, we need to stand on the platform and be able to dive into the water. All skills originate from our brain; both physical skills, such as learning butterfly swimming, and mental skills, such as learning to solve algebraic equations. All activities are related to neurons that work in our brain to finally learn a skill. This study tried to discuss its important concepts by addressing different opinions of creativity. The creativity and factors affecting it and obstacles on the way to creativity are discussed. 5 theories Locke's associationism theory, Maslow's humanistic theory, Guilford's factor analysis theory, Erikson's psychosocial development theory and Gordon's innovation theory are introduced. The conditions for the emergence of creativity and innovation and secrets of guiding creativity and

innovation are studied. When we mention creativity as a skill, we tend not to separate it from innovation. In other words, we don't care if the ideas, new views and new solutions are really created from nothing or entered from another space. It is important for us to be able to improve and spread a new attitude in the system that we are in, which did not exist before. One of the most important reasons for the importance of creativity is problem solving, innovation, personal development, job satisfaction, better relationships, and social well-being. In addition to the above, creativity can help you to Increase your self-confidence; reduce your stress; enjoy life more and make the world a better place. So, if you're looking for ways to enhance your life, make creativity a priority. Here are some tips to boost your creativity:

1. Get out of your comfort zone.
2. Meet new people and explore new ideas.
3. Give yourself time to think and brainstorm.
4. Don't be afraid of your mistakes.
5. Look for inspiration in the world around you.

With a little practice, you can unleash your creativity and reap its countless benefits.

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