

NEXUS OF CREATIVITY, INNOVATION, AND ENTREPRENEURSHIP: A SYSTEMATIC REVIEW OF LITERATURE

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ABSTRACT

In today's globalized business world, the phenomenon of entrepreneurship has been recognized as an overriding phenomenon toward the sustainable economic development of the country. Lucidly, the entrepreneur's mind turns around novel ideas and opportunities for innovation and strives to create more open doors eventually, making a dramatic impact on per-capita income, profit maximization, the lifestyle of the people, the thrust of entrepreneurship to survive and thrive is becoming increasingly more relies on creativity and innovation. Intriguingly, creativity and innovation have grown into most crucial facets within the ground of entrepreneurship because it is increasingly the situation that new markets, or even new market growth, may best be achieved through creative and innovative solutions. Studies of entrepreneurs, entrepreneurship, and growth have catalyzed the identification and promotion of innovative knowledge industries, rendering their economic importance increasingly significant. Thus, creativity and innovation are central concepts in reaping entrepreneurship success. Therefore, it is pivotal to embrace creativity and innovation within an entrepreneurial paradigm. The present study fills lacunae by emphasizing the dominant role of creativity, innovation, and entrepreneurship success.

Keywords: *economic development, entrepreneurship, creativity, innovation and opportunities*

INTRODUCTION

Exponential globalization and technology effects have caused more business opportunities. Although, the marketplace has also become more saturated and competitive rivalry has increased (McMullan & Shepherd, 2006) and a variation has been discovered freshly, evolving from knowledge-based activities to creativity, innovation, entrepreneurship, and imagination (Van, Hudson & Schroeder, 1984; Oke, Burke & Myers, 2007). The world is moving toward the entrepreneur economy, and creating new companies is in the center of this activity. Experts highlight the significance of creativity and innovation in the knowledge base economy (Sawyer, 2006; Bereiter, 2002; Florida, 2002 & Reich, 1991). Creativity is a characteristic of an individual, and it is different thinking to captivate new ideas. According to Wyckoff (cited in Okpara, 2017), creativity is merely the conception of the idea and shifting from known to unknown.

Innovation is a crucial facet in firm success and the successful execution of creation (Heunks & Roos, 1992), thereby energizes growth, profitability, and success (Hyvärinen, 1990). Ideally, entrepreneurship emphasis on creativity, combining innovation. According to West and Farr (1990), innovation, the conception of a novel idea, turned into an invention. Drucker (1985) emphasized that innovation is the apparatus of entrepreneurship. Therefore, all innovation begins with creative thoughts.

Creativity and innovation literature emphasizing the role of individuals in generating innovations has considered factors like intelligence, motivation to innovate, and creativity skills (Amabile, 1997; Sternberg, 1999). Creativity leads to innovation; innovation leads to entrepreneurship. Thus, they regarded as

the key drivers to navigate the engine of economic development in any nation (Sharma, 2011).

A turbulent business environment stresses for revamped dynamism approach to conquer unforeseen circumstances. A judicious business can manage exponential fluctuations. Thus, it is a primary task of an entrepreneur to retain organization lean, vibrant, and adaptable. Therefore, it is essential to embrace creativity and innovation to foster change to enhance success. The primary objective of this study was to examine the nexus between creativity and innovation and their relations to entrepreneurship. This present study makes some propositions that guide the directions for the research scholars.

RESEARCH METHODOLOGY

Using search strategies, 453 research papers were identified concerning creativity, innovation, and entrepreneurship. The researcher has followed the methodology that has been articulated in the study of Kengatharan (2015): (a) a peer-reviewed journal published between 1990 and the present; and (b) Full text published in English. As suggested by Kengatharan (2015), the full papers were garnered from reputed databases such as Proquest, Business Source Premier (EBSCOhost), Expanded Academic (Gale), Emerald, ISI Web Science, the Sloan Work and Family Research Network at Boston College, and Google Scholar.

DISCUSSION

Concept of Creativity

Over the decades, theorists have defined creativity is development of ideas regarding products, practices, services, or procedures that are novel and

beneficial to the organization (Zhou & Shalley, 2003; Shalley & Gilson, 2004; Amabile, 1996) and creative ability, is something that can be developed and improved (Masiow, 1954). Therefore, creativity inside an organization contributes to competitive advantage (HirstVan Knippenberg & Zhou, 2009). Creativity can be expected from knowledge-based resources such as human capital, social capital, and organizational capital (Kengatharan, 2019). When people are intertwined, they tend to share their ideas that can lead to creativity (see Kengatharan, 2019). It enables the organization to capitalize on opportunities (Shalley & Gilson, 2004). Scholars outline creativity as actualizing our potential, involving the combination of our logical side with our intuitive side. Individual creativity apparatus as activities carried out by individuals to enrich their capability for creating something meaningful and novel (Bharadwaj & Menon, 2000). Some authors viewed creativity as being able to do imaginative and non-routine things (Fillis & Rentschler, 2008). Amabile (1998) identifies components of creativity: expertise, creative thinking skills and motivation conversely, research literature focus on different categories of creativity relays on how it originates; normative, exploratory and by serendipity (Flynn et al. 2003) and on the level is being exercised: individual, team and organizational (Shalley & Gilson, 2004; Pirola-Merlo & Mann, 2004; Bharadwaj & Menon, 2000). Hence, creativity might be ideally conceptualized as a focal for subsequent innovation (Amabile, 1996; Farr & West,1990); thus, entrepreneurial creativity has been defined as the generation and implementation of novel, appropriate ideas to establish a new venture (Amabile 1997). According to Sternberg and Lubart (1999), creativity associated with entrepreneurship. Moreover, it provides the foundation for

innovation, business and influencing positively on society in general (Bilton, 2006).

Defining Innovation

Innovation instigates from the Latin word "innovate", represents "to make something new". Despite 'novelty' is very much in the eye of the beholder (Tidd & Trehwella, 1997) and, it is not a new phenomenon in the evolution of society, but it is a process inherent to human development (Galindo, Méndez-Picazo, 2013). Innovation forces of creative destruction (Schumpeter, 1934) the introduction of the excellent or significant improvement in the quality of an existing good, the introduction of a new method of production, the opening of a new market, the takeover of a new source of supply, the creation of a new type of industrial organization.

Innovation encapsulates technological change, problems of awareness and definition, the development of new ideas and new solutions for existing problems, the understanding of new solutions and technological options, as well as the dissemination of novel technologies (Lundvall, 2003). Scholars used a verity of definitions of innovation, aiming at divergent innovation types such as technological innovations, non-technological innovations such as institutional and organizational innovations (Dosi, 1988; Lundvall, 1992; Nelson & Rosenberg, 1993; Edquist, 2005). Innovation is, thus, turn new ideas into new value; moreover, innovation is the process that merges ideas and knowledge into new value (Hauschildt & Salomo, 2011).

It is the process of collecting new and useful ideas in order to solve problems generally includes formation, adoption, and implementation of new ideas for processes, productions, and services. Innovation associated with development, adoption, and exploitation of value creation in economic and social areas. It is the fundamental element for enhancing competitiveness and growth (Crossan & Apaydin, 2010). Indeed, innovation includes the formation, adoption, and implementation of new ideas for processes, productions, and services. Research has theorized that innovation inside the organizations is a function of individual efforts and institutionalized tools to foster creativity (Cohen & Levinthal, 1990; Glynn, 1996), conversely has been described in various ways ranging from the generation of and first successful application of novel product or process (Cumming, 1998) to the development of a new idea. Rudimentarily, innovation is a process of transforming opportunity into ideas and incorporating this idea into vastly used practice (Flynn et al. 2003).

Defining Entrepreneurship

There is no standardized definition for entrepreneurship (Brazeal & Herbert, 1999). Despite, Schumpeter (1934), the foremost who introduced this concept and define, it is the process of creative destruction. Conversely, Peter Drucker (1979) states entrepreneurship as consistent seeking for change, the reaction toward it, and benefiting from it as an opportunity. It is, therefore, the process of creating value for business and social communities by bringing together unique combinations of public and private resources to exploit economic, social, or cultural opportunities in an environment of change (Fillis & Rentschler, 2010).

The entrepreneurial activity incorporates the creation and development of the organization to follow an opportunity (Churchill & Bygrave, 1989), the entrepreneurial process encompasses functions to associate with recognizing opportunities and creation of organizations to pursue them. Entrepreneurship thus considered a multidimensional term which hard to define: the foremost enthralling and widespread viewpoint entrepreneurship, emphasis on economic opportunities, and the introduction of ideas. Typically, entrepreneurship associated with discovery, recognition, evaluation, and utilization of opportunities relating to start-ups, creation, and growth; however, entrepreneurial dynamism is the key for renewal and growth (Shane, 2012 & Lewrick *et al.*, 2010).

Conceptual linkage

De facto, still in recent years, there has been finite comment in the literature on the relationship between creativity, innovation, and entrepreneurship. Even though, for instance, Schumpeter (1934) does not explore the consensus of both fields. Intriguingly, innovation and entrepreneurship have been taking over for decades (Zhao, 2005), although not traced within one literature.

Findings revealed entrepreneurship is said to enhance the creation of wealth via innovation (Drucker, 1998), the innovative process requires entrepreneurial skills (Martin, 1994), innovation and entrepreneurship are eventually strong-minded by the market force (Minkes & Foxall, 2003), notwithstanding, discussions and further associations are dearths. Hitherto, a few scholars have made tryouts to unify creativity, innovation with entrepreneurship within a paradigm. Brazeal and Herbert (1999) limelight that entrepreneurship

researchers have vastly denied concepts of change, creativity, and innovation. Despite this, according to their perspective, they are pivotal elements of entrepreneurship and a necessary prerequisite for entrepreneurship research to become a crucial imperative management research field. Innovation is matched with an entrepreneurial activity engage mostly in incremental innovations, not merely a finite number of organizations that engage in radical high-tech innovations (Smallbone & Welter, 2011).

Additionally, the ability of an organization to grow steadily relays on its ability to engender novel creative ideas for the long-term advantage of organizations (Flynn *et al.*, 2003). Innovation reinforced by creativity and underpins enterprise (Thompson, 2004). Entrepreneurship and innovation positively related to each other and interact to assist the organization to flourish (Zhao, 2005; Flynn *et al.*, 2003). Entrepreneurship and innovation are recognized as pivotal for competitive advantage, improving capabilities for consistent business growth, survival, and the wealth of nations (Crossan & Apaydin, 2010).

Innovation is the heart of entrepreneurship and creation of new value, and because of innovation that many entrepreneurs carry out their activity, Drucker (1985) integrated entrepreneurship with innovation and described how entrepreneurs use innovation as a device in their work. Innovation widely recognized to have advanced nations during the twentieth century (Mokyr, 2002) therefore, innovation, whereby entrepreneur seeks novel opportunities, the way that unique ideas brought into a profitable reality. Entrepreneurial processes designated as, series of creating value, recognizing opportunities, acquiring resources, and execution, such as introducing new products in the market (Gartner, 1990).

As coined by Singh, Gautam, and Sharma (2008), it was first theorized that how entrepreneurial activities are a driver for innovation and play a significant part in economic development via the process of creative destruction (Schumpeter, 1934). Notwithstanding, innovations are introduced by firms and business startups that foster challenge the concurrent state of affairs. Thus far, entrepreneurship better understood to be the driver via which innovations are diffused into the economy. Therefore, entrepreneurship turns knowledge into an economically sound output that significantly impacts on growth.

Results disclose that creativity has a direct and positive effect on entrepreneurial intentions. Creativity, innovation, and entrepreneurship considered pivotal to direct economic development in any county (Gautam, Sharma & Smith, 2008). In entrepreneurship studies, creativity is an intrinsic component in the development of the business idea. Entrepreneurial creativity entails the integration of intrinsic motivation and specific extrinsic motivation—a motivational synergy that results when sound levels of individual enthusiasm and dedication are integrated with the promise of rewards that affirm competence, support skill enhancement, and enable future achievement (Amabile, 1997). Notwithstanding, entrepreneurship, creativity, and innovation regarded as the creation of the future. Entrepreneurship is the process whereby creative ideas become advantageous innovations. Furthermore, entrepreneurship recognized as a form of creativity and entrepreneurial activity since consistently, new businesses are unique, beneficial, and transform opportunities into ideal ideas as a formation of realistic growth-oriented business (Lee, 2004).

Moreover, it is typically acknowledged that divergent factor molding true entrepreneur epitomized by entrepreneurial skills; creativity and innovation. Creativity and innovation refer to art (referring to new ways of thinking and behaving) conversely are recognized particularly beneficial in searching for opportunities and, therefore, creating new business ideas and discovering business opportunities (Jack & Anderson, 1999). Innovation, however, romps a core role in the economic growth process and entrepreneur is the vehicle to launch new technologies to enhance the firm's activity and to reap loftier profits. According to Schumpeter (1934) contemplates, entrepreneurship actions denote innovation in the implementation of a new product, organization, or process, engendering creative destruction. Generally, innovation and creativity are topographies that distinguish entrepreneurs from other small business owners Innovation, therefore, defined as adding something new to an existing product. Research literature depicts entrepreneurs as innovative and creative individuals who seek for new ideas, solutions in order to create economic value (Kirzner, 2009). Entrepreneurship, not merely a startup business. It represents a holistic process by which individuals become aware of opportunities exist, create ideas.

Innovation happens predominantly in businesses that integrate a variety of capabilities, knowledge, resources, and skills (Fagerberg & Verspagen, 2006). Thus, innovation is the process of combing unique ideas into reality, which activates the creative idea that stimulates a sequence of innovative events. Zhao (2005) found that entrepreneurship and innovation have positive relationships and interact to assist an organization to thrive; entrepreneurship and innovation are interdependent. Moreover, integration of two is pivotal to organizational success and sustainability in dynamic and changing environment

(Ndybisi & Iftikhar, 2012) Conversely, Innovation portrays core role in the process of economic growth, and the entrepreneur is the vehicle to launch new technologies to enhance the firm's operation and to reap profits (Galindo & Méndez, 2013).

CONCLUSIONS AND RECOMMENDATIONS

Creativity, innovation is complimentary and pivotal to business success and persistence in today's volatile and dynamic environment. They are vital determinants to enrich the successful performance of entrepreneurship. Significance of creativity and innovation is highlighted in today's' knowledge, which depends on the production and distribution of knowledge and information. Lucidly, innovation reflected as the critical function in entrepreneurship. The capability of an organization to conquer depends on its strategic capacity to generate novel ideas and harness them successfully in order to reap a long-term profit.

Successful entrepreneurs entail strategic edge results from a combination of creative ideas and superior capability for implementation. Moreover, asserting creativity and innovation are multidisciplinary processes that necessitate specific knowledge, precise coordination, and intelligent management to be attained effectively in consolidation with a friendly environment. Innovation generates demand, and entrepreneurship brings innovation to the market. Thus, the worth of creativity and innovation is to offer a gateway for shrewd entrepreneurship relentlessly seeking for nosiness opportunities to do new things, to do existing things in excellent ways.

The present study has many practical implications, per se. First, entrepreneurs and practitioners should reinforce the best creative and innovative practices promoting a creative and innovative work atmosphere for their employees to reap entrepreneurship success. A seminal study of Kengatharan (2019) highlighted the importance of knowledge management for organizational success. Therefore, it is vital for developing human resources for the success of entrepreneurship (Kengatharan, 2019). Second, future research scholars should empirically proof of the relationship between creativity, innovation, and entrepreneurship across many organizations and different cultures. Further, the present study also emphasizes the importance of creativity, innovation in entrepreneurship. Finally, it behooves entrepreneurs and practitioners to design the best strategies to foster creativity and innovation for longer.

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