

ENTREPRENEURSHIP AND CREATIVITY

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Abstract: : The most common definition of creativity involves the production of something new or rare that has value in the world. In today's businesses, creativity seems to be in increasing demand. Businessmen are required to contribute new ideas beyond the obvious in order to compete, survive and prosper. The paper aims to present a study conducted among the students of Transilvania University of Braşov in order to establish their opinion regarding the link between creativity and entrepreneurship.

JEL classification: M10, M12

Key words: entrepreneurship; creativity; business; innovation

1. INTRODUCTION

“Entrepreneurship is more than simply “starting a business.” The definition of entrepreneurship is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the identification of unmet needs or through the identification of opportunities for change.

Entrepreneurs see “problems” as “opportunities,” then take action to identify the solutions to those problems and the customers who will pay to have those problems solved. Entrepreneurial success is simply a function of the ability of an entrepreneur to see these opportunities in the marketplace, initiate change (or take advantage of change) and create value through solutions.[1] ”

"Creativity is the process of bringing something new into being...creativity requires passion and commitment. Out of the creative act is born symbols and myths. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness-ecstasy."[2]

Innovation is how a firm or an individual makes money from creativity [3, 4, 5]. Organizations, their managers and other employees seek to create original ideas and concepts that will end up as innovations, such as new or enhanced products or services. Thus creativity is the process of generating something new that has value and before innovation, one must use creativity.

Regarding the link between creativity and entrepreneurship – starting new businesses - most people think that to start a business you need a lot of money, but that is not necessarily true since the entrepreneur has to have many other qualities, like being creative.

2. OBJECTIVES

There was conducted a study on a sample of 99 students of Transilvania University of Brasov, aged between 18 and 24, all of them having in mind starting a new business. The hypothesis of the study was that there is a link between creativity and starting a new business, meaning that the entrepreneur must be a creative person.

The objective of the study was to establish whether all the entrepreneurs are creative, creativity meaning coming up with new ideas in order to improve products, services or to find other ways to use them. The present paper is based on data provided by a questionnaire applied on the students of Transilvania University of Brasov.

3. METHODOLOGY

The present study is based on the In order to establish if the hypothesis of the study was correct or not, there was conducted a study between April and May 2009, on a sample of 999 students from all faculties of Transilvania University, all of them wanting to start a business.

There was used a stratified random sample, because the population – all the students of the university – were stratified considering the faculties, and then it was applied a random proportional selection.

4. ANALYSES

The results of the study revealed that the hypothesis was correct, that there is a link between creativity and entrepreneurship. The results of the study will be presented bellow.

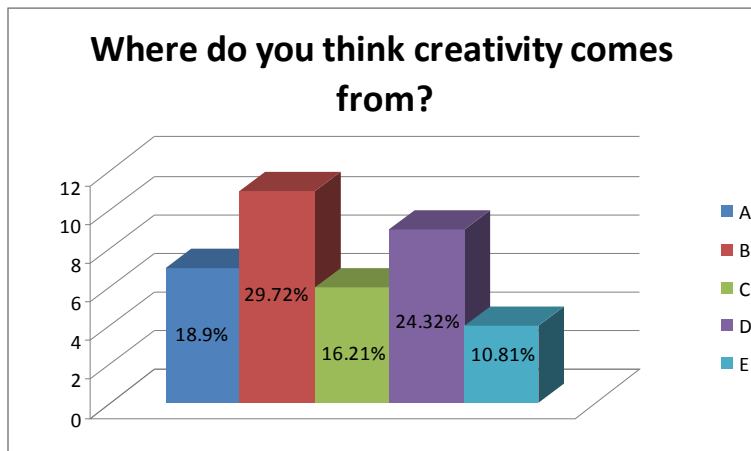


Figure no. 1 Sources of creativity

The legend means the following: A – experience, B – brainstorming, C – environment, D – it's in your DNA, F – other sources.

The results of the first question, regarding the sources of creativity, as shown in Figure 1, revealed that the majority, of 29.72% thought that creativity is generated by brainstorming. Also 24.32% thinks that creativity is in your DNA, while few of them said that creativity comes from experience, or other places.

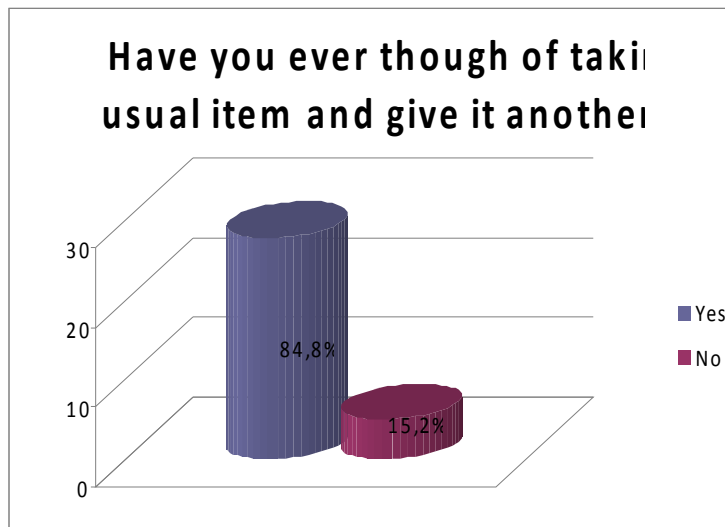


Figure no. 2 *Different uses for different items*

The results of this question, according to Figure 2, revealed that most of the respondents (84.8%) said that they have thought of unusual uses of different items.

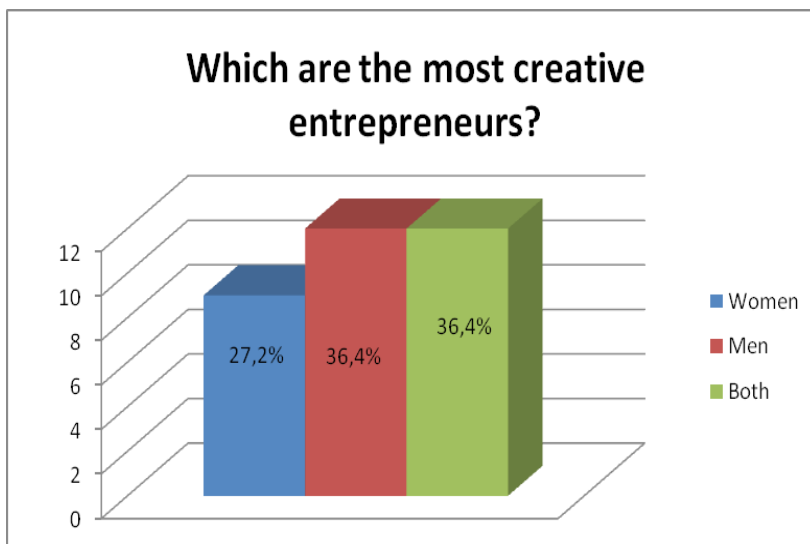


Figure no. 3 *Creativity and gender*

The results of this question, according to Figure 3, revealed that most of the students considered that both men and women are equally creative. The respondents were asked to establish whether the age was an important factor for creativity or not, and the answers revealed that the students thought that the younger they are the more creative people were, according to figure 4.

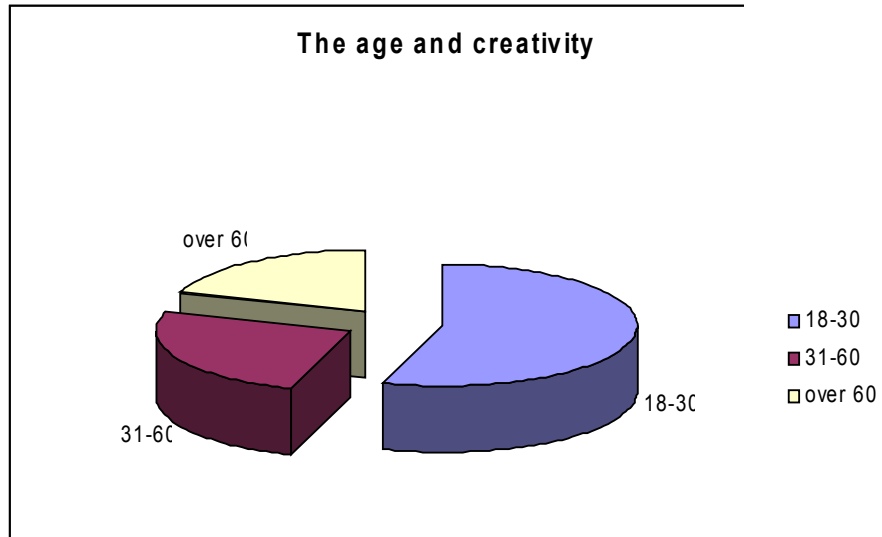


Figure no. 4 *The link between creativity and age*

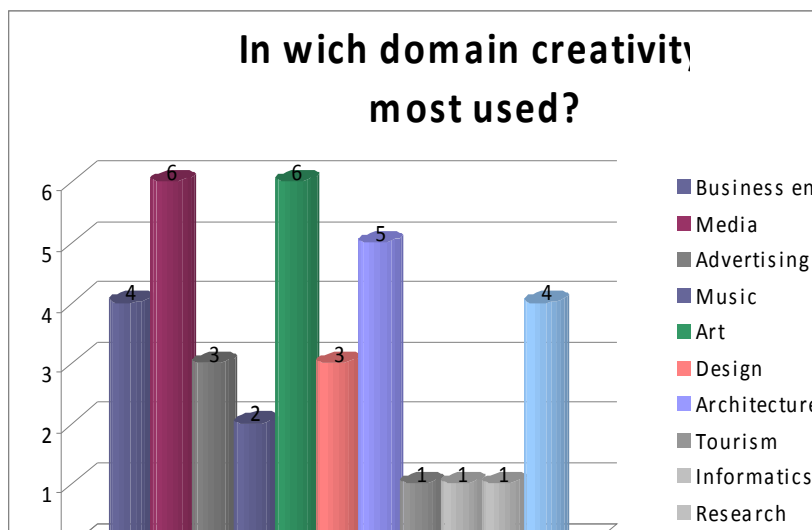


Figure no. 5 *Domains of activity and creativity*

As expected, according to Figure 5, the most answered fields were “Media” and “Art”, these two requiring a higher demand of creativity. These two are followed by architecture, the business environment, design, advertising, music and others.

Other findings of the study included the fact that creativity is not dependent on, when starting a business, but can be an important factor in leading to success, as

applying it during the evolution of the firm can only bring innovation and a constant improve.

There was also used another question regarding whether creativity helps an entrepreneur in developing his firm. The students responded that it helps – according to figure 6, but there are also required some other qualities as an entrepreneur, not only being creative.

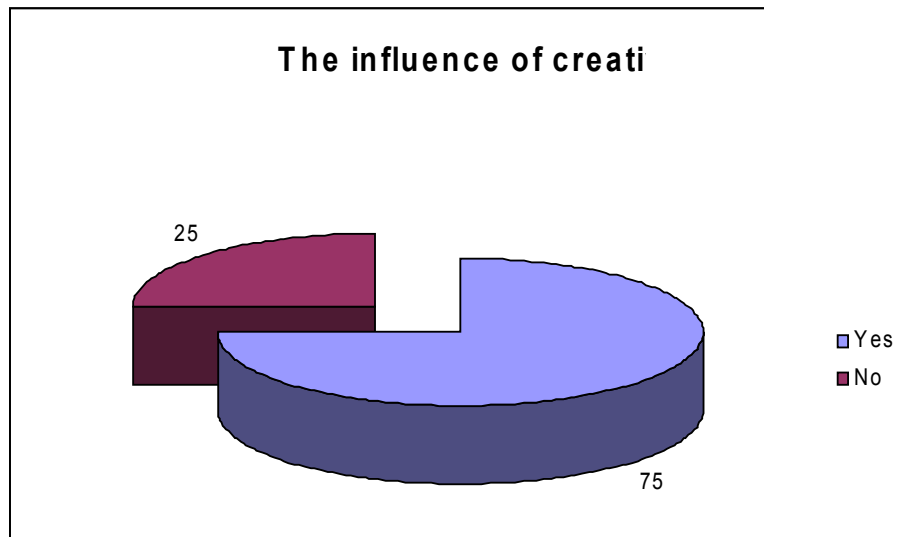


Figure no. 6 *The influence of creativity over the development of the firm*

5. CONCLUSIONS

Entrepreneurship has been regarded as a major topic in the theory and practice of economic growth and development. Practitioners and politicians are well aware of the importance of entrepreneurship because a significant portion of new employment is created by new firms and often new firms bring ‘productive innovation’ with them.

There have been various studies on the determinants of entrepreneurship. Much of the literature on entrepreneurship has investigated the characteristics of successful entrepreneurs. These studies have attempted to explain entrepreneurship by looking into individual characteristics such as personality, educational attainment and/or ethnic origin.

The study undertaken proved that there is a strong relationship between creativity and entrepreneurship, as students consider this, according to the results.

Also, the limits of the study are related to the fact that the results may not be extended to the population formed by all the students of the University, but according to theory [6, 7, 8, 9], there is also a connection between creativity and entrepreneurship, namely the entrepreneur must be a creative person in order to succeed .

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