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CREATIVITY AS A DRIVER OF ECONOMIC BUSINESS GROWTH

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КРЕАТИВНІСТЬ ЯК ДРАЙВЕР ЕКОНОМІЧНОГО ЗРОСТАННЯ БІЗНЕСУ

The article is devoted to the substantiation of theoretical, methodological and applied principles regarding creativity as a driver of economic growth of business. Various interpretations of the category "creativity" have been highlighted by our and foreign scientists. The appropriateness of the process approach is proven, taking into account its focus on achieving results and achieving planned success with an innovative, unusual approach to solving the problem under study. The specified methodology of requirements for contemplation (contemplation) is creative, taking into account its complexity and the influence of a wide range of social, ethical, cultural, political and economic factors. It is emphasized that creativity is a category of divergent thinking. Separated concepts of creativity: preservation, international focus and determining trends; trial and error. Criteria for evaluating the level of creativity are given.

The theoretical aspects of the main comparative indicators of economies in the context of post-industrial society are revealed: innovative, informational, service, network, knowledge, creative. The role of creativity in modern national realities and in the post-war revival with exits to a new level of development with radical changes in the manifestation of creativity in the creation of modern innovations, digitalization, unique products, ecological, ethical and social values is determined. It is proposed to investigate the theoretical aspects of the economy of revival (restoration) according to the proposed criteria. A number of problems have been formed that require deeper research and careful attention of all involved structures in order to achieve dynamic economic growth of business and value parameters of an ecological, ethical, and social nature.

It is necessary to mention that creativity becomes the most significant factor affecting the production of products in economically developed countries, as it is able to implement ideas in the process of work and capital creation. And although creativity is intangible, thanks to new, original ideas, it allows you to increase the level of production without much additional labor and capital costs. In addition, this human ability constitutes unlimited resources for the formation of competitive advantages both at the level of states and at the level of TNCs. It is appropriate to use such conceptual approaches as preservation; interval orientation and determining trends, as well as the concept of "trials and errors."

Стаття присвячена обґрунтуванню теоретичних, методичних і прикладних засад щодо креативності як драйверу економічного зростання бізнесу. Нашими і зарубіжними науковцями висвітлено різноманітні трактування категорії "креативність". Доведено доречність процесного підходу, враховуючи його спрямованість на досягнення результату і досягнення планового успіху при інноваційному, незвичному погляді щодо вирішення досліджуваної проблеми. Означена методологія вимог до споглядання (контемплєції) креативні, враховуючи його складність і вплив широкого спектру чинників соціальних, етичних, культурних, політичних та економічних. Підкреслено, що креативність — це категорія дивергентного мислення. Виокремлені концепції креативності: персервації, інтернаціональної спрямованості і детермінуючих тенденцій; спроб і помилок.

Наведено критеріальні ознаки оцінювання рівня креативності. Розкрито теоретичні аспекти основних порівняльних індикаторів економік у контексті постіндустріального суспільства: інноваційної, інформаційної, сервісної, мережевої, знаннєвої, креативної. Визначено роль креативності в сучасних національних реаліях і у повоєнному відродженні з виходами на новий рівень розвитку з кардинальними змінами прояву креативності у створенні сучасних інновацій, цифровізації, унікальних продуктів, екологічних, етичних і соціальних цінностей. Запропоновано дослідити теоретичні аспекти економіки відродження (відновлення) за запропонованими критеріальними ознаками. Сформовано низку проблем, які потребують більш глибокого дослідження і прискіпливої уваги всіх причетних структур задля досягнення динамічного економічного зростання бізнесу і ціннісних параметрів екологічного, етичного, соціального характеру.

Слід зазначити, що креативність стає найважливішим фактором, що впливає на виробництво продукції в економічно розвинутих країнах, оскільки вона здатна реалізовувати ідеї в процесі праці та створення капіталу. І хоча творчість нематеріальна, завдяки новим, оригінальним ідеям вона дозволяє підвищити рівень виробництва без особливих додаткових витрат праці та капіталу. Крім того, ця здатність людини становить необмежені ресурси для формування конкурентних переваг як на рівні держав, так і на рівні ТНК. Доречно використовувати такі концептуальні підходи, як збереження, інтервальну орієнтацію та визначальні тенденції, а також концепцію "спроб і помилок".

Key words: creativity, generation of ideas, values, constructive thinking, indicators of creativity, flexibility, originality, intellectual abilities, adaptability, generation, personality development, divergence, creativity, creative thinking, creative economy.

Ключові слова: креативність, генерація ідей, цінності, конструктивне мислення, індикатори креативності, гнучкість, оригінальність, інтелектуальні здібності, адаптивність, генерування, розвиток особистості, дивергентність, творчість, креативне мислення, креативна економіка.

INTRODUCTION

The role of creativity in modern realities and in the post-war revival, when the existing standard mechanisms for achieving strategic goals are ineffective and inadequate. To overcome the crisis and reach a new level of extremely rapid development, new radical changes and creative thinking, unique products, ecological, ethical, social systems and values are necessary.

STATEMENT OF THE PROBLEM

The result of the manifestation of creativity is the creation of modern innovations, the generation of fundamentally new experience in solving complex tasks in order to achieve a socially significant result. Economic growth can be achieved by our country by revealing the creative potential of Ukrainians, based on the mentality of the community, their spiritual attitude, which is creativity.

FORMULATION OF THE GOALS OF THE ARTICLE

The goal of the article is to determine how the essence and content of the studied phenomenon "creativity" is interpreted in modern scientific discourse; to substantiate the theoretical, methodical

and applied principles of creativity as a driver of economic growth of business. To determine the role and significance of creativity in our modern realities, as well as in the process of the post-war revival of the national economy and the achievement of a new round of innovative development in the global space.

To reveal theoretical aspects of comparative indicators of innovative, informational, service, network, knowledge and creative economy in the context of post-industrial society. In the aspect of implementation, it is proposed to justify the expediency according to the defined criterion features of the "revival (restoration) economy" in order to achieve the predicted resulting indicators.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

M. Mumford noted that during the last decade there is a general agreement among a number of scientists on the definition of "creativity". Creativity is the ability of an individual to go beyond the boundaries of the studied situation in order to create original values, according to F. Barron, S. Mednyk, V. Molyako, I. Grinenko, E. Fromm, K. Szmids, S. Lytvynenko, O. Voitenko. Creativity is the process of personal individuality. O. Ya-

Table 1. Theoretical aspects of the main comparative indicators of economies in the context of post-industrial society

Theoretical aspect	Economics			
	Innovative	Informative	Creative	Virtual
1. Economical resources	Intellectual capital	Інформацій-ний капітал	Нематеріальні ресурси	Virtual (network equity)
2. Production factor	Innovation	Information	Services	Intellectual technologies
3. Final results	Product, service	Service	Service	Service
4. Basic characteristics of production	Avtomatization	Computerization, automation	Automated work, partly manual	Computerization,
5. Sources of formation of business liabilities (investment)	Own and borrowed funds	Own and borrowed funds	Own funds	Own funds
6. The role in the post-war revival of the national economy	A trigger for innovation	Business information support according to EU standards	Development of modern services	To accumulate network capital
7. The role in the development of the creative industry	Determinant	Especially important	Determinant	Especially important

Source: created by authors based on [2].

kovleva, K. Szmidt, O. Voytenko, G. Eysenck, D. Veksler, R. Sternberg believe that creativity is a kind of intellectual behavior. The works of J. Gilford, A. Maslow, R. Stanbera, P. Torrens, H. Gruber, D. Perkins, and S. Reich are devoted to the general foundations of creativity.

American scientist John Kao defined creativity as a holistic process of generating ideas, as well as their development and reproduction in reality. J. Gilford emphasized that the process of divergence and transformation is the basis of creativity and singled out six signs (parameters) of creativity, which can be summarized as the ability to identify and pose a problem, generate a large number of ideas and their production, improve objects, flexibility, originality and the ability to solve non-standard problems [2]. J. Gilford and P. Torrens defined creativity as the ability for divergent thinking, F. Barron emphasizes the definition of creativity as an internal process that spontaneously transforms into action.

Torrens made a number of improvements to the test, which allowed him to secure international status. The scientific contribution of researchers in defining creativity through goal setting as a creative dimension in the problem field (F. Barron, H. Gardner, H. Gruber, D. Perkins) is significant. There is also a published version that creativity is a random change in the stages of the creative process resulting in the generation of creative products (R. Jones, P. Langley, T. Taylor).

METHODS OF THE ARTICLE

The methodological basis of the article is the methods and forms of scientific knowledge adopted in national science, such as system approaches, comparative and synthesis methods, methods of

abstract logical evaluation, methods of detailing, groupings and generalizations, experts' evaluations. Dynamics series, logic analysis, paired and multiple correlation techniques were applied, and the Google Trends search engine was used.

RESULTS

Creativity is based on divergent thinking, which in its essence is aimed at solving problems with many different innovative options. Manifestations of creativity should be aimed at creating innovations in a large-scale aspect, namely: in business, in management, in particular, state, in general, in all types of economic activity through the generation of fundamentally new ideas and their introduction into business practice. It is

possible to ascertain the paradigmatic foundations of the epochal change of socio-cultural development to creative, precisely the intensive development of creative thinking will be the trigger of economic growth at a high rate.

The objectively necessary renewal of our state encourages the use of the concepts of preservation, international orientation, as well as the concept of trial and error, dynamic possibilities of creative thinking as a response to the challenges of modern developed countries. Therefore, creativity is a universal and effective way of revealing the creative potential of the nation in a creative and competitive country.

Creativity (eng. create) is the capacity and ability to generate fundamentally new ideas, as well as the ability to solve internal problems arising in the system in order to move to a new level of life [1]. A comparative analytical evaluation of the definitions of innovation, information, service, network, knowledge and creative economy is important (Table 1).

The modern realities of the 21st century allow us to assert that the way out of the global systemic crisis necessitates the need for new value categories, algorithms, constructive thinking, a radically new outlook, unique, extraordinary ways of solving problems in conditions of a high level of competition. Creativity as a driver of business economic growth is adaptation and, above all, the ability to use the features of functioning in an unstable, turbulent environment for the development of business structures[17]. This requires mobility and high professionalism in making non-standard, innovative management decisions.

American scientist John Kao focused on creati-

vity as a holistic process that covers the chain "generation — ideas — development — transformation — correction — values" [4]. This is a relatively new category, which was started in the 50s by the president of the American Psychological Association, Joe Guilford. Available data show that over twenty years (1975—1995), only half a percent of articles dealt with the problem of "creativity" due to questionable concepts and the lack of a methodical tool for its assessment[16]. In this regard, Joe Gilford himself discovered a set of parametric indicators of creativity, namely:

- ability to formulate a problem;
- the ability to generate a number of different ideas;
- flexibility in producing ideas of different directions;
- originality, to prove its expediency and appropriateness;
- the ability to improve and correct the object;
- creative ability to solve emerging problems.

The scientific heritage of Joe Gilford is the identification of hypothetical intellectual abilities (16 of them), as well as the argument that creativity is a category of divergent thinking. The American scientist E. Torrens devoted his entire creative life to the study of the phenomenon — "creativity". Creativity is a process aimed at creating a final result to satisfy social requirements, in particular, creative social products, advertising, content, activities, development of a creative personality [15].

Creativity can also be emphasized as a fundamental aspect of human experience and can be a trigger for personal development and the creation of social innovations, generate new, original solutions, ideas, methods, paradigmatic concepts; new solutions to socio-ecological and ethical problems. [5]

Ancient philosophers Plato and Aristotle believed that creativity is a manifestation of a special kind of wisdom. Leonardo Da Vinci was the bearer of such wisdom. Immanuel Kant made a significant contribution to the development of creativity as a key value and opportunity for self-expression to generate meaningful brilliant ideas. In today's realities, creativity has a priority value in civilizational development[18]. Sigmund Freud developed the theoretical foundations of creativity in his scientific and practical activities — psychosomatic theory; Abraham Maslow — humanistic theory; Joe Paul Gilford — a cognitive theory highlighting the meaningful content of the intellectual abilities of divergent thinking is capable of generating various alternative ideas if

the necessary prerequisites for the dynamic development of creative abilities are present and created. So, creativity is a complex process with a wide range of social, environmental, ethical, cultural, political and economic factors[14].

It is obvious that societies with a high level of development of economic potential create more opportunities, prerequisites and factors with resource and information support for the development of creativity. A significant emphasis should be placed on the fundamental driver of ensuring competitiveness, economic growth, success, leadership market positions in business, especially and objectively necessary in the post-war recovery of the national economy and the business structure of small and medium-sized businesses, all forms of ownership, as well as PJSC and ZAO .[6]

We define an economic strategy as an adapted and justified plan, the implementation of which will ensure the achievement of long-term goals and objectives of the enterprise, having previously determined them [12]. A decisive element of the development and implementation of the strategy is the target orientation in the application of the organization's resources, which ultimately leads to the formation of competitive advantages for the enterprise.

Foreign scientists emphasized the priority in meaningful filling of the category "creativity" as mechanisms of creative thinking, as varieties of intellectual behavior, reflection of creativity, peculiarities of creative behavior.[7] Domestic scientists paid more attention to the study of the general foundations of creativity, the psychological foundations of the development of creativity [11]. The conducted studies allow us to state that there are various interpretations of the category "creativity", namely:

- as an individual's creative abilities;
- as a manifestation of a special kind of wisdom;
- as a property and sign of personality;
- as the ability to be creative;
- as a process of manifestation of one's own individuality;
- as the ability to produce new ideas;
- as a type of creative thinking.

We believe in a process approach to the interpretation of creativity. This is a process aimed at achieving results and achieving success with an innovative, unusual approach to the problem [13]. Methodology of requirements for contemplation (contemplation):

- activity (determining the required angle, aspect, view of the object);

- vector focus on interest in the object;
- mode perception of the object.

In knowledge-based business models, the decisive role is not played by scientific discoveries, but by entrepreneurial creativity, the identification of a new market need and the exact combination of the method of its satisfaction with effective demand based on non-standard formats and methods of creating and delivering consumer value to the target audience of buyers. In modern conditions, when the life cycle of even the most successful BMs is drastically shortened, for the vast majority of participants in global competition, the introduction of business knowledge becomes an important tool for conquering markets and their strategic defense against rivals.

It is with knowledge-based business models that the most notable corporate upswings of recent decades are connected — Apple, Wal-Mart, Amazon, Cisco, FedEx, Virgin, etc. Corporations that have become leaders in the field of business innovation are among the global leaders in their fields. From this point of view, the experience of developing and implementing new business models is of obvious interest to Russian companies, which are increasingly involved in competition on world markets.

To build a business model, it should be noted that intellectual capital does not consist of separate parts: human, structural and client, it is created as a result of their interaction. The knowledge and abilities of the corporation's employees (human capital) are embodied in organizational processes and relationships with partners (structural capital), which, in turn, create a basis for sustainable and long-term relationships with customers (customer capital). Cooperation with clients and partners helps to accumulate experience, develop knowledge and skills of employees, create databases, etc.

Thus, in the corporation there is a circular movement of parts of intellectual capital: from human to client and vice versa. However, in the process of interaction of the components of intellectual capital, you can get a positive effect that does not correspond to the efforts made. Taking into account the above, for the successful formation of the intellectual capital of the corporation, effective interaction, interpenetration of various types of intellectual capital, and the creation of a synergistic effect are necessary. In particular, only when some parts of intellectual capital are cross-influenced by others is the transfer and consolidation of knowledge from the sphere of interaction with external counterparties into internal corporate systems for further use by employees.

CONCLUSIONS

Creativity in the current practice of our society and the state provides an opportunity to overcome the crisis state and reach a new level of development through innovative management solutions for the use of resource potential based on fundamentally innovative ideas, systemic balancing and harmonization, a unique combination of individual elements of the value system and solving problems in variable ways.

We interpret the creative economy as a socio-economic one based on intellectual activity, a system of integration and interaction of creative innovative non-standard ideas, knowledge, technologies, innovations, informational talent, tolerance. Content in social globalization is objectively necessary in the process of reviving national economy and creative potential [10]. We consider it expedient to expand the assortment and increase the volume of exports of Ukrainian creative goods to the EU (in particular, goods of the creative industries of fashion, IT) in order to create added value. We interpret the creative industry as a symbiosis of products of individual creativity, talent, modern professional skills, abilities, and individual creativity [12].

An important aspect of research business practices is the study of the specifics of internal content, taking into account such key elements as innovation, information, creativity, knowledge, distinguishing innovative, informational, network, service, creative and knowledge economies. Taking into account our modern realities and the objective necessity of dynamic economic growth, we propose to investigate the theoretical aspects of the economy of the revival (restoration) of our economy according to European standards [9].

So, the evolution of development can be defined through the economy:

- service economy — characteristic signs of the growth of the share in the service sector;
- innovative — production of new goods and services, introduction of innovations;
- informational — IT development, high-speed transmission and exchange of information;
- knowledge economy — development is conditioned by the products of creative work;
- creative economy — the driving force is creative potential;
- revival economy — a new level of economic development according to European parameters and international modern progressive business practices.

As for the development of TNCs, for them, the knowledge, experience and creativity of the staff become the main factor of the organization's effectiveness, without which scientific progress is an unattainable task, regardless of the amount of money

invested in production equipment and technology. According to experts, up to 40% of GDP in developed countries is created by creative workers. The use of abilities embodied in people allows organizations to activate innovations, increase the quality and competitiveness of products and services.

Consumption is the key factor of the new economy, and the consumer is a sovereign, creative person becomes the center of the new economy. Creativity and innovation are the lifeblood of any organization engaged in survival and prosperity in the consumer market. Research in the field of creativity and its assessment will help to move from creative ideas, which are still at the stage of ideology, to increasing labor productivity [8].

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