

THE ROLE OF CREATIVITY IN ENTREPRENEURSHIP

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Abstract. By having creativity on entrepreneurship, then it is expected to have new innovations for its business and get the business opportunities to get the biggest advantage. The purpose of the needs of creativity is to increase the excellence of the other products so that new and right on target innovations still able to compete with other same products. Therefore, creativity is very important for the company to have for development. The case study on drink company that do innovation in redesigning the package to be more stylish in order to change the image of the product to be more well known. The product named Coca-Cola that continuously do the innovation on creating new things in order to increase the sale and brand's perception in market's point of view by printing the consumer's name on the bottle. The way to get it is by visiting the website Share A Coke UK or Share A Coke Facebook to make virtual can by their name on the can's label. By adding the consumer's name on the bottle of the product, Coca-Cola gives a positive experience for the consumers. As if the Coke is specially made for them. This way is claimed to increase the brand engagement that is wished to increase their sale volume. Creativity is very important and the main capital that must the entrepreneurs had. Because without creativity the product will lose competitiveness and will not be able to survive the market competition.

Keywords: : Entrepreneurship; Innovation; Creativity; and Coca-cola.

I. INTRODUCTION

The role of innovation and creativity in product development and service's innovation have an important role in developing products and services in business. various entrepreneurial successes caused by creativity in developing product. intense competition in entrepreneurship push the entrepreneur to have a high creativity. The creativity skill should be based on advanced thinking, new different ideas than existed products. Various creative ideas generally can't be restricted by space, form or times and give the new innovations in business world that seems impossible in the first place. Nowadays various result of innovation that based by entrepreneurship creativity become a superior product and service. entrepreneurship through a creative and innovative process make more value to the products and services which then make various excellences include competitive advantage. The companies like Coca-cola is the example of the successful company on the products because they have creativity and innovation.

Entrepreneurship means different things to different people. Conceptually and in practice. Yet it's very etymology, derived from the French 'entreprendre which literally means, 'to undertake' indicates the minimum characteristics of an entrepreneur. From the perspective of economic functions, three crucial characteristics of entrepreneurial activity are: risk taking, innovation and venturing into new business activities for profit. For entrepreneurship, innovation and creativity is something that someone should have for the sake of the development and success of a business. Both of them are mostly viewed as the same thing. Innovation and creativity is the core of entrepreneurship. Actually an innovation in entrepreneurship is an ability to apply creative solution toward a problem and opportunity to develop or improve business performance. While creativity could be seen as an ability to develop the new ideas and to innovate the new ways to see the problem and opportunity. Abilities that generated by creativity is an ability to make something become new on its existence and formation of new original and unique ideas. The paradigm

of a creative person is thinking out of the box, open minded and feel free to reach something with new ways. Whereas, innovation is implementing creativity towards something to become a new combination and make a result. The definition of new here is not always original, but its novelty or renewed, which also means improvement, because innovation is not always new thing or new service, but repair or development of the thing or service that already exist. The development of business needs the ability of innovation and creativity to face the challenge in business, especially to find out the best product and service. a lot of products and services that generated by a successful businessman is the result of developed innovation and creativity in a business. Therefore, in this article you will get a solution to be a superior entrepreneur with an ability to do innovation and creativity.

II. BASIC THEORY

A. *Entrepreneurship*

The definition of entrepreneurial creativity needs to take into account two precise terms, creativity and entrepreneurship, that already are expression of unique peculiarities. Their merge can give back the conceptual meaning of this expression. In the light of this observation, the current paper starts from the analysis of these terms to after achieve a definition suitable for the purpose of this work.

Some of the most cited definition of creativity in the works on entrepreneurial creativity is that of Amabile et al. (1996, 2000, p. 368) and Sternberg (1999). The formers define creativity as the 'production of novel, useful ideas or problem solutions'; the latter as 'the ability to produce work that is both novel, i.e., original and unexpected, and appropriate, i.e., useful'. Coming back in 1942, Schumpeter used the expression "creative destruction" to emphasize the influence of entrepreneurial creativity and innovation on the creation of new products, services and organizations. More precisely, through creative destruction the entrepreneur

'reforms or revolutionizes the ijbm.ccsenet.org national Journal of Business and Management Vol. 12, No. 6; 2017

B. Creativity and Innovation

Creativity has been studied a lot with reference to a product, process, or an individual's personality trait. As a process, it is defined as, insight or productive thinking which arise when thinker grasps essential features of a problem and their relationship to a final solution (Wertheimer, 1945). Creativity has also been defined as a "bisociative process" which means connecting of two previously unrelated matrices of thought to produce a new insight or invention (Koestler, 1964). Similarly, creativity is considered as a problem solving process for small and large business firms (Newell, Shaw, Simon, 1962). Another thought defines creativity as, the ability or characteristic of creative individual (Guilford, 1950). This thought helps in developing social psychological phenomenon of creativity and it was later propounded as an individual's personality trait. Amabile (1996) in her theory of creativity defined three major components of individual level creativity such as individual expertise, creative thinking, and intrinsic motivation, provided the members are self-motivated and take challenges in the job. Individuals with proactive personality, having intense need for achievement, and internal locus of control are intrinsically motivated and strive to attain the challenging goals. Thus, creativity is defined as an outcome of novelty and usefulness by way of a product, process, or a personality trait.

Creativity is also considered as the initial step to innovation. Without creativity neither invention, nor innovation can occur. Thus, for attaining innovative outcomes, creativity is essential. Creativity results in novel and useful products, ideas or processes which facilitate innovation. Innovation is not a term itself but a considerable area of research. Innovation is launching a creative product or process successfully in the market. Assimilating innovation within an organization is called diffusing innovation or innovation diffusion (Roger, 1983). As per diffusion theory of innovation, five attributes act as major drivers of innovation in an organization: relative advantage, compatibility, complexity, trialability, and observability. These attributes help in infusing newly created ideas in organization as innovative outcomes. However, while reviewing innovation literature it was identified that, previous studies referred innovation as a generic concept and consequently do not differentiate between the two stages of innovation: the generation and adoption (George, 2007).

C. The Connection between Creativity and Entrepreneurship:

A thorough observation of the entrepreneurial process shows that creative thinking is the must have "skill" of an entrepreneur for the creation of new ideas. Creativity allows a person to devise interesting processes, which gives so many advantages to entrepreneurs.

But what exactly makes creativity so crucial and important in an entrepreneur's work life?

Creativity leads to success by:

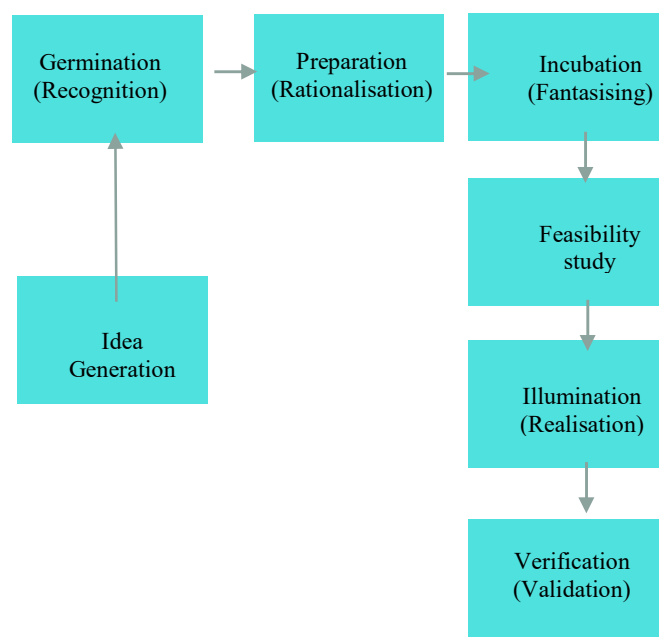
- a. Creating new ideas for competitive advantage. The whole process of entrepreneurship is rooted in creation

and exploration of new ideas. When an entrepreneur is able to generate a new idea that is feasible as well as efficient, it gives him an edge over the competition. The ability to explore different niches is just like a learned skill or a resource that is possessed by an individual.

- b. Thinking of novel ways to develop your product and improve the business. Creativity helps develop new ways of improving an existing product or service and optimizing a business. There is always a room for improvement in the deliverables of an enterprise; it is the creative entrepreneur who can assess how to do it.
- c. Thinking the unthinkable. Creativity requires imagination to produce the most obscure ideas. Imagination is needed to cross the boundary of "usual" and "normal" or to think outside the box. This allows entrepreneurs to think beyond the traditional solutions, come up with something new, interesting, versatile, and yet have success potential.
- d. Finding similar patterns in different areas. Sometimes, due to following a routine or a habit, the thinking process also goes along the line of those established processes. Creativity enables people to connect dissimilar and unrelated subjects and make successful entrepreneurial ideas. Merging different fields creates interesting intersections that creates new niches. Most people are afraid of bringing different disciplines together, but most interesting ideas come from colliding different fields.
- e. Developing new niches through creativity and entrepreneurship. In entrepreneurship, it is important that new aspects of traditional business are explored. This can be in the form of changing the method of manufacturing the product or delivering the service or how are they supplied to the user. All these areas can create a niche that has great potential in business.

D. The Entrepreneurial Process

The entrepreneurial process starts with conception and refinement of an idea, followed by implementation and management. The flow chart of the entrepreneurial process is shown below:



III. METHOD

In order to better clarify the examined topic we can take a wider experience, not only from a platforms or two we also could take it from any existing literature such as books archives magazines articles that are relevant with the topic that we studied. So the information that we collecting from the literature can be the data and reference to our existing stgments, because usually the literature study is brought by the researchers after determining the formulation and the topic itself, before they actually going to the field to have the actual data.

IV. DISCUSS

Looking for a great example of personalized marketing done right? We know that personalized marketing connects customers to brands on the deepest level. That's why so many companies are looking to find innovative ways to win customers by involving them in the story of their brand. In this case study, we are going to take a closer look at the success of an excellent personalized marketing campaign from Coca-Cola.

A. Coca-Cola's "Share A Coke" Campaign

In 2011, Coca-Cola launched their "Share-a-Coke" identity-based campaign that still runs to this day, and continues to resonate with consumers. Originating in Australia, the genius of this campaign has since spread to more than 70 countries worldwide. The Coca-Cola team launched this campaign to reconnect with a younger generation who weren't drinking as much of their product. In fact, 50% of Australian teens and young millennials at the time of the campaign's launch had never tasted Coke. By use of personalization tactics, Coca-Cola was able to successfully create an emotional connection with their consumers. Cans and bottles were labeled with the top 150 names in Australia.

B. CREATING AN EMOTIONAL APPEAL

The personalization of their labels resulted in customers scouring through store shelves and vending machines looking not only for their own name, but the names of their families, friends and co-workers. Since its launch, the brand has expanded their personalized reach from names to labels and moments by placing words like "BFF's" and "Superstar" on their labels. They've also explored adding their customers' favourite quotes and lyrics from various sources of pop culture. Today, customers can order customized apparel, cans, bottles, and other gifts from the Coca-Cola [Source](#)

C. Main Takeaway

Coca-Cola's Share a Coke campaign found a great way to include their customers in a part of their story. This shows the power of including your customers' name in your marketing messages. By adding a simple personal touch to their label, the brand was able to not only increase their sales, but bolster their cultural status among a younger generation.

IV. CONCLUSION

By the analysis of the selected papers, some interesting hints for conclusion come out. In particular there is confusion about the difference between creativity, innovation and invention. Let us start with some definitions:

Creativity is the capability or act of conceiving something original or unusual Innovation is the implementation of something new. Invention is the creation of something that has never been made before and is recognized as the product of some unique insight.

This aspect is underlined both in the contributions referred to the creativity as a process and to the theme of creating and catching opportunities. its the most required skills for young entrepreneurs especially in today's world where its completely digital.

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