

Management

Creativity and Innovation in Business and Education

edited by Jolanta Bieńkowska



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INTRODUCTION

The word „creativity” has become a very popular concept as, thanks to this human trait, it is possible to create original solutions, which is necessary and highly valued in business due to the high competitiveness of markets, continuing for decades. The necessity of distinguishing itself and creating consumer needs determine the success of an organization; on them depends the opportunity of development not only of the company but also of the region and the economy. Therefore, an increasing attention is paid to conducting the analysis of the internal conditions (individual) and external (e.g. organizational), favouring practical use of ability to create custom solutions. Creativity is the basis for building the innovation potential.

Therefore, it is important to pay attention to the pragmatic dimension of creativity which is the purpose of the following publication that undertakes considerations on its importance on two levels. The first concerns the business sector, both in the wide sense, concerning the impact of creativity on the quality of functioning of the organization, the behaviour of the people within it and the effectiveness of their decisions, and in a narrow sense, from the perspective of the individual, where creativity is the determinant of effective leadership and professional development.

The second perspective presents the problem of creativity in education, the need to create conditions conducive to the development of this unique attribute of man. This section also stressed the value of innovative teaching methods in the intellectual and professional development.

I hope that this study will provide readers with interesting information about the nature and importance of creativity and innovation in the modern world, as well as become an inspiration for further investigations and research in this area.

Jolanta Bieńkowska

Creativity is now an exposed trait. This is due to the high need for innovation, original and useful solutions that serve the development of the organization, their effective market entry and long-term survival. This publication is a collection of papers prepared under The First National Conference „CREATIVE VIBES. Kreatywnością napędzamy gospodarkę”, whose aim was to stir issues concerning the significance of creativity from the point of view of the development of innovative economy, as well as to draw attention to the role of creativity in the education process of students and its impact on the development of professional competence.



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