

AN INNOVATION AS A RESULT OF JOINT CREATIVE ACTIVITY

The principle “get renewed or you will die” in the global business environment is the priority for the entrepreneurship development and it makes enterprises to look constantly for new sources of competitive advantages. As researchers state the priorities of profit earning have changed evolutionary. In the 50es-60es productivity was the basis for high profit earning, in 70es-80es – quality, and beginning from 90es growth and stable business development are provided namely by innovations. [1] This fact prompts interest of the researchers and practical persons to creativity as a stimulating factor for innovations because only entrepreneurial efforts were not enough.

So that to receive a quick effect from innovations you need a large amount of participants of the market involved in the innovation process as suppliers and recipients of knowledge. It is supposed that the more participants are involved in the process of knowledge exchange, the higher the probability of knowledge creation and distribution is. The so called “open” innovations stipulates attraction of a considerable number of consumers with the creative potential.

From the viewpoint of modern behavioral and sociological theories the problem of innovation intends the study of the stirring up of the innovation activity by means of the analysis and usage of relations which are formed in the process of creation and distribution of innovations. These relations influence the innovation activity of the economic subjects not at the less degree than their own potential.

As some researchers note, receptivity of the economy to innovations is rather higher when in the structure of the society there is a considerable amount of creative people – people involved in creation and circulation of intellectual property and other intangible assets. According to the evaluation of the international experts, Russia possesses the second largest creative population in the world –about 15 mln people. But according to the indices reflecting the role of these people in the life of the society Russia rates only as the 25th country in the world. [2] Taking into consideration the above stated, one of the reasons why entrepreneurs and consumers have a very weak desire to join the innovation environment is inadequately implemented creative potential, which should be revealed in the desire to create something new, to be busy with self-development.

The desire to create and to generate something new is one of demands of a human being, and it is itself a powerful incentive for development. It is significant that traditionally creativity was considered as individualistic process, as a fruit of the mind. According to the practice of economically developed countries special attention is paid there to the development of creative potential of individuals and even organizations. The reason for this is their ability to create innovations and participate in the process of its distribution in the economic system.

Considering the fact that creativity may be taught with the help of special technologies and the possibility of interaction causes a new approach to creativity as to a social process. Modern technical means open broad possibilities for formation and development of effective communications, namely social networks and web-seminars and etc. Application of these technologies needs the assistance of the structures specializing in this activity. Special programs for encouraging creativity are implemented in some countries of the world, special tools to facilitate intellectual process and to contribute to new ideas working out are being developed. The process of encouraging creativity is directed first of all to getting “positive external effects” from the interaction of economic agents who can impulse unconventional knowledge creation and new technologies development.

According to the international practice valuable innovations are the result of client’s understanding, improvement and collaboration which is based on the use of the network capital which can be considered as a sum of some advantages received by an actor for some goal achievement at any moment of time. Meanwhile any actor lies in the system of strong links (technological and economic dependence) and weak links (social and cultural relations), which determine the character of the received non-commercial information. All the links can be studied from the position of their contribution into the knowledge system of an independent player and the network in general. More over the location of those links for every actor is not fixed. It can be changed with the lapse of time, stronger links can be formed with those actors which earlier did not influence greatly the activity of the first one.

One of the problems of the relations formation in the sphere of innovation activity is the problem of disproportion in the chain of information transmission on all the stages of innovation process, when there are no data on new working outs and technologies from the side of “demand”, and there are no necessary knowledge on quantitative and qualitative characteristics of demand from the side of «offer». An important thing becomes a creation of a special infrastructure promoting the process of information transfer and knowledge exchange between the participants of innovative environment.

1. Heindl Dennis J. Innovation Infrastructure: Systems approach to building an innovation organization//[Электронный ресурс]. URL: <http://innovationtools.com>, 2008

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