



Creativity of Entrepreneurs: A Socioeconomic Perspective

KEYWORDS

creativity, innovation, entrepreneur, socioeconomic factors

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ABSTRACT *This paper proposes that the creativity of entrepreneurs is influenced by the socioeconomic factors such as their age, gender, educational status, income level etc. Creativity is a mental and social process involving the generation of new ideas or concepts or new association of the creative mind between existing ideas or concepts. Creativity is the generation of ideas and innovation is the exploitation of these ideas (Wilson & Stokes, 2006). Brolin,(1992) summarized that the creative person can have certain characteristics such as strong motivation, endurance, intellectual curiosity, deep commitment, independence in thought and action ,strong desire for self-realisation, strong sense of self, strong self-confidence, openness to impressions from within and without, attracted to complexity and obscurity, high sensitivity, high capacity for emotional involvement in their investigations. An entrepreneur is in need of all these characteristics. It implies that when creativity is enhanced then the abilities of entrepreneurs also gets developed and sharpened. The main objective of this paper is to study the creativity of entrepreneurs based on their age and gender. The study is conducted on sixty entrepreneurs of cuddalore district in Tamilnadu. A well structured questionnaire is administered and the findings endorse that the creativity of entrepreneurs is influenced by their age and gender*

Introduction

Kfayt (1995)[1] demonstrated the impact of different socio-economic levels (welfare, average and low social status) on creativity. Entrepreneurship has acquired a special significance in the control of economic growth and industrial development in the rapidly changing socioeconomic and sociocultural climates both in the developed and developing countries. The word Creativity has its origin in an Indo-European word 'Kere' which means 'to create something'. Hence it means "to create something novel", Novelty implies originality, uniqueness and uncommonness. In brief, creativity refers to originality of some utility. Creativity is a mental and social process involving the generation of new ideas or concepts or new association of the creative mind between existing ideas or concepts. This is typically used to refer to the act of producing new ideas approaches or actions, while entrepreneurship is the process of both generating and applying such ideas in some specific context.

Creativity and Entrepreneurship

Creativity is a multidimensional phenomenon that manifests itself in many fields and contexts, from arts and crafts to design, science, research and entrepreneurship. It is regarded as a cognitive ability, involves the ability to synthesize and combine data and information, but also requires confidence to take risks. Creativity and innovation are closely related but different since innovation is using creativity – turning creative ideas into use as products or as active practices.

Creativity and entrepreneurship are two closely related constructs that must coexist. Creativity is the generation of ideas and innovation is the exploitation of these ideas (Wilson & Stokes, 2006). Creativity is essential for this type of employment because there is no organizational set of standard operating procedures to follow when problems arise, except for in commodity like ventures. Entrepreneurship is a creative act whereby something is created, it involves the degree of risk and results in the creation of

value for the individual and the society (Johnson, 2001). Hence creativity is positively related to performance in this context of entrepreneurship (Baron & Tang, 2011). Thus it stands to reason that, on average, creative individuals should be more likely to become successful entrepreneurs and more attracted to the field than less creative individuals. (John & Gerald,2012).

Schumpeter calls entrepreneur as a "creative destructor" means someone who destroys the existing status quo. Schumpeter (1934) argues that an entrepreneur is someone who introduces new combinations of means of production. As Schumpeter quotes entrepreneurship involves innovation reshaping the industrial structure, i.e., "creative destruction", and creating disequilibrium in the economic process. The entrepreneur must be creative and innovative in order to identify the true entrepreneurial opportunities and adequately use them. Brolin,(1992) [3] summarized that the creative person can have certain characteristics such as strong motivation, endurance, intellectual curiosity, deep commitment, independence in thought and action ,strong desire for self-realisation, strong sense of self, strong self-confidence, openness to impressions from within and without, attracted to complexity and obscurity, high sensitivity, high capacity for emotional involvement in their investigations. An entrepreneur is in need of all these characteristics. It implies that when creativity is enhanced then the abilities of entrepreneurs also gets developed and sharpened.

Review of Literature

Matthews, Judith H. (2007) comes out with the common attributes and differences between creativity and entrepreneurship. He brings out creativity is an input and process whereas entrepreneurship is a process and output. Smith et al (1995) defines creativity as the result of a cognitive process resulting in any form or degree of novelty. The creativity-process development started by Griman Wallis in 1926 consisted of four stages namely Preparation (problem

assessment) , Incubation (conscious and unconscious mental dynamic) ,Illumination (new idea conception) and Verification (evaluation of ideas) (kuldip singh, 2007). Martindale suggests a six phases creativity process: viz a difficulty is experienced , the problem is defined ,an investigation into possible ‘clues’ or alternatives is conducted, several suggestion are presented and tested ,an accepted solution is decided upon and the accepted solution is tested. Daniel. et.al (2008) found that high scores on the creativity test yielded a strong positive effect on entrepreneurial intentions. Hills and Shrader (1998) in their study found out that the entrepreneurs agreed that creativity was very important in identifying business opportunities. This strengthens the perception that creativity and innovation are major factors in individuals being entrepreneurial and meeting the changing needs that offer new opportunities. Talana Naudé(2005)[7] in the relationship between personality and creativity: A psychometric study conceptualizes that an individual's interests, personality, cognitive processes, products, motivation and cognition can determine their level of creativity. Each of these attributes can be subdivided into measurable constructs such as breadth and unusualness of interests, which should in turn be influenced by environmental factors such as the influence of these individual's parents, and biographical information such as age, gender and genes.

Objectives of the study

The main purpose was to study the perception of creativity among entrepreneurs based on their socioeconomic profile(age and Gender) in the town of Chidambaram, cuddalore district of tamilnadu.

Methodology

Descriptive research design has been selected for the present study. The study uses both primary and secondary data. Secondary data have been collected from books, journals, internet, published and unpublished papers. Primary data have been collected with the help of well designed structured questionnaire on the basis of Geoffroy Petty(2010) creativity scale. The questionnaire was pre-tested on a sample of 35 and necessary changes were incorporated. For the present study convenience sampling was administered and a sample of 60 entrepreneurs were included in the main study.

The creativity scale designed by Geoffroy Petty(2010) has 36 items each having five alternative such as strongly agree, agree, undecided, strongly disagree, disagree. All the 36 items are true keyed. The responses are weighed from 5 to 1 for strongly agree through strongly disagree. The scale is based on the ICEDIP model and identifies the inspiration, Clarification, Evaluation, Distillation, Incubation and perspiration. **Inspiration:** In this phase research is done and many ideas are generated . This is the research or idea-generation phase. **Clarification:** In which the focus is on goals. The aim here is to clarify the purpose or objective of the work. **Evaluation:** This is a review phase in which the work in progress. In this phase the work is examined for strengths and weaknesses . In order to improve earlier work the respondent must be to be critical positive and willing to learn. **Distillation:** The phase in which decision towards which of the ideas to work on . This is a self-critical phase. **Incubation:** In which the work is left alone .In order to leave work for the sub-conscious to work on the individual need to be unhurried, trusting, and forgetful. the person must expect difficulties, trust to find a way round them, and not be panicked into adopting a weak solution. **Perspiration:** In which a person work determined-

ly on his best ideas

Analysis and Discussion

Table 1: Distribution of Respondents on the basis of socioeconomic profile

| Variables | | No of Respondents | Percentage of Respondents |
|-----------|----------|-------------------|---------------------------|
| Age | Above 30 | 26 | 43 |
| | 45-60 | 20 | 33.3 |
| | Above 61 | 14 | 23 |
| Total | | 60 | 100 |

Null Hypothesis (H₀): there is no significant differences between age of the entrepreneurs and their perception towards various dimensions of creativity

Table 2: Anova test showing the significant differences between age and creativity dimensions

| | | No. of Respondents | Mean | Std. Deviation | F | Sig. |
|---------------|----------|--------------------|------|----------------|--------|------|
| Inspiration | above 30 | 26 | 2.69 | 1.668 | 8.145 | .001 |
| | 45-60 | 20 | 3.90 | 1.252 | | |
| | above 60 | 14 | 2.14 | .363 | | |
| | Total | 60 | 2.97 | 1.484 | | |
| Clarification | above 30 | 26 | 2.15 | 1.377 | 8.970 | .000 |
| | 45-60 | 20 | 3.30 | 1.380 | | |
| | above 65 | 14 | 1.57 | .514 | | |
| | Total | 60 | 2.40 | 1.392 | | |
| Evaluation | above 30 | 26 | 2.15 | 1.434 | 9.494 | .000 |
| | 45-60 | 20 | 3.20 | 1.196 | | |
| | Above 65 | 14 | 1.43 | .514 | | |
| | Total | 60 | 2.33 | 1.361 | | |
| Distillation | above 20 | 26 | 2.92 | 1.719 | 27.175 | .000 |
| | 25-30 | 20 | 4.60 | .503 | | |
| | 31-40 | 14 | 1.57 | .514 | | |
| | Total | 60 | 3.17 | 1.648 | | |
| Incubation | above 20 | 26 | 1.92 | 1.573 | | |
| Perspiration | above 20 | 26 | 2.92 | 1.719 | 27.175 | .000 |
| | 25-30 | 20 | 4.60 | .503 | | |
| | 31-40 | 14 | 1.57 | .514 | | |
| | Total | 60 | 3.17 | 1.648 | | |

Significant at 0.05

Discussion

The table 2 shows that the P value for all the dimensions of creativity are less than 0,05. This implies that the proposed null hypothesis is rejected at 5% level of significance. This indicates that there is significant difference between the entrepreneurs based on their age towards their perception of creativity. The findings of the present study endorses the study of talane naude(2005). The result of the table indicates that the perception of entrepreneurs towards creativity differs based on the age of the entrepreneurs.

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