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Review

Creativity and Innovation: A Viable Tool for Entrepreneurial Development

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Creativity and innovation are central to the entrepreneurial process. Entrepreneurship ought to begin with the creative act of creating something that would not exist without the entrepreneur creativity to the ability and power to develop new ideas while innovation on the other hand usually means the use of these ideas. The new idea can mean a new product, a new service or a new way of doing things. The writer of this paper notice that most business activities are not the outcome of creativity but duplication of existing ideas. Only few entrepreneurs genuinely sit down to create and market new ideas. This leads to unnecessary competition of duplicated business ideas and practices. The paper looks into how individuals and companies can create value monopolies by bringing innovative new products and services. The paper concludes that innovation and creativity require readiness to make mistakes, to go down wrong alley even to foul in order to gain a huge competitive edge in today's business world.

Keywords: Creativity, Innovation, Entrepreneur, Business Education

INTRODUCTION

More than ever before in Nigeria, more people are self employed, there is expected to be stronger economy and as a result have improved standard of living. Nigeria as a country is full of resources, opportunities and market. There is need to tap the available human and material resources to initiate projects, businesses, ideas etc. that will be profitable to them as business people, the country and at the same time supply other people's needs.

Building on what are indigenous, adapting and assimilating new ideas to improve them with a view to serving the needs of the society's physical and biological environment and in the process enabling its own inventive genius to emerge is all that is required in making Entrepreneurship worthwhile.

Creativity and innovation are both involved inculcation of the spirit of Entrepreneurship on a way that affects the transformation of not just the individual but the immediate community and the society at large. Business Education is expected to be organized for the purpose of updating,

refreshing and refurbishing their skill in new, old and improved occupations which lead to creation of wealth and satisfaction of needs.

Originality and novelty differentiates one business from the other even when they all lead to satisfaction of the same needs. Some products and services are preferred to others on the basis of innovation and creativity.

Business Education inculcates in a formal way. The methods and techniques for managing successful enterprises of various sizes and types. These methods, techniques and management are as successful as the creativity and innovative ideas of the Entrepreneur in managing the enterprise.

Concept of Entrepreneurship

The word entrepreneur is derived from the French word "entrepreneur" which means a person who undertakes

and develops a new enterprise at some risk of failure or loss (Agomuo, 2005). The term “entrepreneur” dates back to the early 18th century when it was used by Richard Cantillon, Francois Quecny and others. The underlying idea of entrepreneurship is the profit received for the innovation and risks undertaken, which in actual fact differentiate the entrepreneur from the manager who receive wages or salaries like any other worker (Atakpa, 2001). Agomuo (2005) while writing Koontz, Donnel and Wenrich (1980) state that an entrepreneur is a person who sees a business opportunity, obtains the needed capital, knows how to put together an operation successfully and has the willingness to take personal risk of success or failure. Entrepreneurship may be seen as the attitude, skills and actions of an individual starting a new business. An individual entrepreneur is creative and has the ability to take risk. He is good at recognizing opportunity, analyzing it, making decision to act upon it, gathering resources and implementing a programme that will lead to the emergence of a new enterprise and profits. This means that an entrepreneur requires personal skills at judgment, patience, endurance and ability to work with people.

Entrepreneurship according to McShane and Vonalinwo is derived from a 17 century French word “entreprenre” a person who assumes the major task of creating incremental wealth by making an equity time and/or career commitment of providing value to a product or service (Dennis,2007). Entrepreneurship as the ability to recognize opportunities for success, introduction of new commodities, new techniques, new natural resources and to assemble the necessary plant and equipment, Management and labour force and organize them into a growing concern for production and profit.

Entrepreneurship can also be seen as a process According to Stoner, Freeman and Gilber (1995). Entrepreneurship is the process of creating new organizations more specifically small businesses. These authors also cited Wiken by describing Entrepreneurship as a discontinuous phenomenon appearing to initiate changes in the production process and then disappearing until it reappears to initiate another change. Entrepreneurship seeks to change the economy positively by making changes that tend to improve the quantity and quality of goods and services.

Entrepreneurship is the process of identifying opportunities related to needs satisfaction and converting it to a thing (product or service) of value. It is driven by the desire to innovate and profiting from it. It is concerned with wealth creation through the creation of value rather than its manipulation

Stokes (2003) describe Entrepreneurship as the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial psychic, social risks and receiving the resultant reward of monetary and personal satisfaction.

Agbobu (1998) defined Entrepreneurship as preparing students towards self determination, self employment and self-reliance in their field of work. It can therefore be summarized that Entrepreneurship is about choosing business, doing business and making profit.

Nwaokolo (1997) opined that entrepreneurship is the venture that involves taking up a business enterprise quite distinct from obtaining a paid job. The entrepreneur should therefore possess entrepreneurial skills, ideas and managerial skills which are necessary for the success of the venture. The individual sets the objectives and makes centred efforts to achieve them.

As the bedrock of the market economy, Entrepreneurship involves destruction of existing market economy, Entrepreneurship involves the destruction of existing market structures by the creation of new market or reduction in market shares of current leaders through improvement of existing products or the development of entirely new products (Soyibo, 2006).

Entrepreneurship involves “taking advantage of the next opportunity before it becomes known to everyone else”. Furthermore, Osuala (1993), state that entrepreneurs possess a willingness to take risk while others stand to talk; identify opportunities to which others are blind; and develop optimum confidence in themselves well beyond that of others. Thus, the concept of entrepreneurship can be taught and used broadly in connection with the innovative and creative modern, industrial leaders, who alone bears the non- insurable risks in his enterprise and directs the human and material resources of his business objective. Entrepreneurship therefore implies the ability to be prepared to risk personal energy, financial and material resources to achieved unexpected result.

Who is an Entrepreneur?

An Entrepreneur is person who assumes the major risk of creating incremental wealth.

An Entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation, Entrepreneurship forces (creative destruction). The product or service may or may not be new or distinct but value is added by an entrepreneur.

Histrich and Peter (2002) quoted by Yahaya (2010) described or saw Entrepreneurs as people who have the ability to see and evaluate business opportunities, gather the necessary resources, take advantage of them and initiate appropriate action to ensure success. An Entrepreneur is viewed as a person who perceives a new way of providing satisfaction or perceives the existence of a new consumer demand and how to meet it. He is one who assumes responsibility and the risk of a business operation with expectation of making a profit.

Atakpa (2006) while citing Wachuku (1991) state that the entrepreneur combines and organizes other factors of

production and remain the only factor that cannot be hired. His motive more often than not is purely economic and when he achieves this end, he creates additional wealth and job opportunities. The National Directorate of employment (NDE, 1988) describe the entrepreneur as the man who perceives business opportunities and takes advantage of the scarce resources to use them profitably. According to this concept and philosophy it is not enough to be a businessman just managing an enterprise, rather the entrepreneur must be an originator of profitable business ideas, possess the ability to gain command of and combine resources in a new and better way to make it more profitable, and he will be prepared to risk his personal energy and financial resources to achieve unpredictable result.

Nwachuku (2005) saw Entrepreneur as a person who has the ability to evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate actions to ensure success.

Ritze (1996) saw an Entrepreneur as a person who pays a certain price for a product to resell it at an uncertain price, thereby making decisions about obtaining and using resources that consequently assumes the risk of enterprise.

The Entrepreneur searches for opportunity diligently and continually applying his or her talent, ingenuity and knowledge in a focused, innovative and purposeful manner, taking calculated risks and profiting from them. The human capital embodied in the Entrepreneur drives the process as well as guarantee of assured reward of profiting from his/her efforts.

The Necessity for Entrepreneurship Education in Business Education programme

Business education in Nigeria should emphasis entrepreneurship awareness for it to be relevant in achieving the national aim of inculcating the right type of values and attitudes for the survival of time individual and the society. Today's educational policies highlight self reliance, self employment and gainful employment etc (Anyakoha, 1997). This is consistent with the global awareness that entrepreneurship education may enhance the acquisition of necessary skills for gainful and self employment. In this regard Olannye (2006) while citing Osuala (2002) affirmed that entrepreneurship education is a programme that prepares individual to undertake the formation and acquisition of small-scale business.

The purpose of entrepreneurship training is to inculcate the right type of values and appropriate skills, ability and competencies on the individual morder to contribute maximally to the growth and development of the Nigeria economy (Roger, 1994).

Unemployment is prevalent in our society today simply because the curricula of our tertiary institutions have not fully captured the dynamics of the labour market. Thus it

has become obvious that the products of our tertiary institutions are becoming increasingly irrelevant to the changing dynamics of the labour market. This development has contributed to the disturbing scenario where graduate unemployment has risen astronomically with critical skills shortage in relevant areas. Therefore, to ameliorate this situation, there is need to incorporate entrepreneurship education and training in business education programme. This will enable the recipients acquire skills, knowledge and attitude that business education offers as well as develop saleable skills and competencies that will enable them become self reliant and job creators instead of job seekers. Entrepreneurship education is an avenue for discovering knowledge, acquiring human and social skills that are relevant for participatory development and change. It is designed to inspire and guide potential entrepreneurs into the field and knowledge of current and prospective entrepreneurs.

According to Oduma (2007) entrepreneurship education aims at supporting pupils knowledge, skills and attitudes of a kind they need in their studies or later in their working life. Thus it exposes them to recognize the role of people enterprise, desires, active and creative effort as the starting point for entrepreneurship. Furthermore, entrepreneurship education helps students experience different aspects of business ownership while understanding the basis of the economy, career opportunities that result and the need to master skills in order to be successful in a free market economy.

Shyllon (2006) while citing Osuala (1987) affirmed that the Nigerian entrepreneur must acquire some commercial business education which would enable them to do the following:

1. Develop principles, practice and procedures in organizing a successful business enterprise.
2. Understand the nature and significance of marketing (and selling in free enterprise economy)
3. Appreciate the relationship inherent in economic activity.
4. Give the entrepreneur a basic knowledge of his right and obligation in common business dealings; and
5. Interpret and analyze simple business papers and records.

However, a career in entrepreneurship education will make the recipient to be competent and contribute maximally to national development through the acquisition of foundational business skills, understanding and ideas that will enable them identify problems and to proffer lasting solutions to such problems in order to have a beneficial effect on both themselves and the entire society.

Entrepreneurial Characteristics

An entrepreneur is a person or individual with the capacity, ability and courage to take calculated risk. He is

innovative and can establish and manage a business for purpose of profit, growth and wealth creation in' an economy (Iromaka, 2006).

According to Akhuemonkham, (2003) an entrepreneur possesses a complex personality, certain personality characteristics make him quite different; and most of these entrepreneurial traits can be further developed in an individual if they are present in him to some extent in latent form, by well structured training and development programmes. Some of the important characteristics often attributed to successful entrepreneurs as highlighted by Akhuemonkham (2003) are stated as follows.

Need For Achievement

Need for achievement is defined as the URGE to do something NEW and BETTER a concern to maintain high standards for one's own and other's work. People with high need for achievement have desire for success in competition with others or with a self imposed standard of excellence. Entrepreneurs have been found to be people with high drive, high activity and goal orientation. They take external help wherever needed and feel happy on accomplishment of their task.

Need for Independence

Their need for independence is the prime characteristics that have driven entrepreneurs to start their own ventures. Entrepreneurs do not like to be controlled by others. They have original thoughts and ideas and generally do not conform to routine jobs and practices. They set their own challenging goals and make efforts to achieve their goals. They are master of their actions, the dependence provided opportunity for trying going out new ideas and help them achieve their life goals.

Need for Power

High need for achievement leads into launching an enterprise but may not be adequate to contribute to its success. Hence in dealing with people effectively, he needs a drive which influences people, a drive which sells them his ideas and leads them in the process of establishing and expanding his organization. Such drive to influence people and to lead them to implement his ideas may be called the need for power.

Sense of Efficiency

Entrepreneurs tend to present themselves as persons striving towards goals that involve action. They see

themselves as problem solvers rather than problem avoiders, as initiative takers rather than as conformists.

Risk Taking

Entrepreneurs prefer to take moderate, calculated risks when the chances of winning are neither so large as to be a gamble. They like different but achievable challenges. They do not tend to like situation where the outcome of a pursuit depends upon a chance and not their efforts.

Dealing with Failure

Entrepreneurs are not afraid of falling. Being more intent on succeeding they are not aware to the possibility of failings. The persons who fear failure will neutralize whatever achievement motivation they many possess.

Self Confidence

Entrepreneurs have a high level of self confidence. They tend to behave strongly in themselves and their abilities to achieve the goals they set. They also believe that events in their lives are mainly self determined; that they have a major influence on their personal destinies, and have little belief in fate. They are able to evaluate their competencies and capabilities in a realistic manner. They set realistic and challenging goals.

Optimist

Untapped entrepreneurial opportunities lie in a state of uncertainty. The entrepreneurs approach their task with the hope of success and not with fear or failure. This positive outlook drives the entrepreneurs to attempt new things. They are consequently fable to visualize the hidden opportunities in the environment and translate them into business realities.

Creativity

Entrepreneurs are highly creative people: They always toy to develop new products, processes or market. They are innovative flexible and are willing to adopt a change. They are not satisfied with conventional and routine way of doing things. They always look out for new scientific theories and knowledge for improving products and processes.

Foresight

Entrepreneurs have a great foresight. They are able to perceive the opportunities in the environment which other people are unable to see. They are, intelligent and resourceful. They can predict the future event about the business more accurately than other people. They are able to anticipate problems which their business is likely to face and keep themselves prepared for these events.

Drive and Energy

Entrepreneurs have a tremendous amount of personal energy and drive. They possess a capacity to work for long hours for several days with less than a normal amount of sleep.

Time Boundless

Entrepreneurs have a strong sense of personal commitment to meet deadlines. They perceive time as an important resource and therefore try to use it in the best possible way.

Problem-Solving

Entrepreneurs, who successfully build new enterprise possess intense level of determination and desire to overcome hurdles, solve a problem and complete the job. They are capable of examining a problem from various stand points and thus identifying novel and several solutions. They possess analytical ability which helps them to develop basic plans and take effective decision.

Tendency to Analyze the Environment

Entrepreneurial persons have the tendency to analyze the environment. They understand the values of information in planning and taking appropriate profitable decisions.

Money as a Measure

Money has a very special meaning to the successful entrepreneur: it is a and a way of keeping score-profit, capital gains and network. These are seen measures of how well entrepreneur is doing in pursuit of self established goal the entrepreneur is involved in a continuous process of making money, going out and investing it in another company and then starting all over again. This cycle never seems to end and the money is a way of measuring performance other than an end in itself.

Tough Mindedness

This enables entrepreneurs to make and stick by decisions that are based on some amount of intuition. Tough minded entrepreneurs are not frightened by the unknown. They lead the way for the rest to follow.

Opportunity Seeker

Entrepreneurs have a freely tuned sense of the needs of the market place along with a creative mind. Successful entrepreneurs are quick to spot market needs and supply products to meet those needs in new and profitable way.

Internal Locus of Control

The entrepreneur does not believe that their success or failure of a new business venture depends mostly upon luck or fate, or other external personally uncontrollable factors. Rather, the entrepreneur tends to believe that one's personal accomplishments as well as setbacks lie within one's personal control and influence.

Tolerance to Ambiguity and Uncertainty

Entrepreneurs have long been viewed as having a special tolerance for ambiguous situations and for making decisions under conditions of uncertainty. In contrast to the professional manager, entrepreneurs are able to live with modest to high levels of uncertainty concerning job and career decisions and security. Job security and permanency are considerably lower on the entrepreneur's hierarchy of preferences compared to his/her managerial counterpart.

The Major Objectives of Entrepreneurship Education

Oborah (2006) outlined the objectives of entrepreneurship education to include the following:

1. To provide meaningful education for the youths, which could make them self-reliant and subsequently encourage them to derive profit and be self dependent;
2. To provide small and medium sized companies with the opportunities to receive qualified graduates who will receive training and tutoring in the skills relevant to the management of the small business centres;
3. To provide graduates with training in skills that will make them meet the manpower needs of the society;
4. To provide graduates with the training and support necessary to help them establish a career in small and medium size businesses;
5. To provide graduates with enough training in risk management to make uncertainty almost possible and

easy;

6. To provide graduates with enough training that will make them creative and innovative in identifying new business opportunities and;

7. To stimulate industrial and economic growth of rural and less developed areas.

Furthermore, one of the strategic objectives of entrepreneurship education is to produce graduates of international standard with appropriate knowledge and skills in their field of study who will be highly employable and able to employ themselves.

Problems Facing Entrepreneurs

The entrepreneur faces a lot of problems such as inability to offer superior products or services as well as struggling to manage cash flow, maintain good profit margin; and hire and retain the mix of people in order to stay in business.

In addition, lack of access to loan facilities to finance the business, inconsistent government regulations, modern technological change and socio cultural factors among others could impart favourably or unfavourable on the entrepreneur on a regular basis. All these could retard the growth and development of the business.

Infact, research has shown that many small scale businesses fail because of weakness in management and professional marketing. Good marketing strategy showcases the industry and its products to the outside world.

Furthermore, legal and governmental influence may have an adverse effect on the entrepreneur. As one government may ban importation of certain items manufactured by the small scale industries while another government may lift ban on such items. This government inconsistent conduct could disrupt proper planning.

Creativity and Innovations in Nigeria Business Environment

Creativity means different things to different individuals and therefore can be defined in many ways. This is due to the fact that creativity is an amazing and complex phenomenon, that is multi-dimensional in nature and is multi-factorially determined.

Dworetzky (1997) defined creativity as the ability to originate something new and appropriate by transcending common thought constraint. Edward DeBono (1992) opined that 'creative' means bringing into being what was not there before. Amabile (1987) submitted that a product or a response is creative if it is novel and an appropriate solution to an open ended task. Creativity is problem solving, albeit of an original innovative nature. It is the process of sensing difficulties, Problems, gaps in information, missing elements making guesses of

formulating hypothesis about these deficiencies, testing and re-testing them and finally communicating the results.

Innovation on the other hand is described as a process of taking ideas to market. It describes the process of adding value to creative ideas. Lucke and Katz (2003) defined innovation from the organization perspective as the successful introduction of a new thing or method. Innovation is the embodiment, combination or synthesis of knowledge in original, relevant, valued new products, process or services. Innovation is the process of turning new ideas into practical reality. The creation, evolution, exchange and application of new ideas into marketable goods and services resulting in the an enterprise. Amabile (1996) defined innovation as the successful implementation of creative ideas with an organization. Edward DeBono (1992) defined innovation as putting into effect something that is new.

Innovation generally is the term used for the process of developing new products or processes, improvements on products or processes or new ways of doing things. It can result in inventions or the ability to generate entirely new outcomes through refinement in products and processes: technology or administration in an organization either in each of these items separately or in all of them collectively.

Creativity and innovations are strongly provoked and driven by positive emotions. Akinboye (2006) saw emotions simply as energetic momentums accompanied by strong feelings and transmitted by peptides and their peptides receptors.

For creativity to take place, a paradigm shift is required. When a businessman or woman fails to effect a change in his/her perception of the business environment but cling to old habits, cultural norms, Processes, designs and precept, will continue to see and do things in the same old ways, with the same or diminishing profit and market share.

University of Western Australia (2003) asserted that the locus of innovation in business should be on finding ways to enhance competition by converting ideas, processes, technologies and alliances into commercially viable outcomes.

Creativity, Innovations and Nigeria Entrepreneurs

Creativity and innovations are vital ingredients for translating products of research into outcomes that can enhance profitability and satisfaction.

Entrepreneurs are expected to possess certain attributes such as risk bearing, decisiveness in decision making, energetic, responsible, anticipation of future possibilities, organizational skills, action oriented, boring desire to realize, actualize, build his/her dream into reality and also ability to deal with failure. (Odah 2003).

The above attributes are imbedded in creativity and

innovation. There are many factors inhibiting against creativity and innovations of Business Entrepreneurs in Nigeria: most Nigerians lack self confidence in their creature and organisational abilities. Many Entrepreneurs feel threatened by new practice process method need and dissatisfaction in current goods and services. This is because Nigerian culture places too much value on conformity to status quo patterned traditions norm and old habits as well as the belief that new ideas, process, method and products are fakes and not as good as the old type.

Moreover, Nigeria society is full of stressors, that militate against creativity and innovation. Basic social amenities like electricity, water, roads, health care services, houses etc. are grossly inadequate. This makes an average Nigerian workers to be pre-occupied with providing basic necessities of life on their own with little or no time left for creative thinking.

Creativity and innovations are new in Nigeria but has not been given their rightful positions in the development of the country. For example, youths at different times and different geographical locations in Nigeria have produced machineries, equipments, technology methodology, products and services which were announced as laudable but not encouraged nor sponsored.

CONCLUSION

Nigerians are intelligent, hard working and full of visions only if their strength and concentration are not overstressed in an attempt to get basic needs of life. Nigeria Entrepreneurs can also be creative and innovative in researching. Producing, packaging and distribution of their goods and services if such are: by the populace has been commendable and fit for use.

Business Education has been designed to foster or indicate the need to produce what is required at a certain period, the way and rate it is required for profit making and satisfaction of needs. Entrepreneurs should device strategies of how to plant the seed of creativity and innovation and allowing the seed to germinate for all to see and enjoy.

RECOMMENDATIONS

In order to eradicate the problem of creativity and innovations in Entrepreneurship practice in Nigeria, the writer as a business educator suggests the following:

- Useful and profitable new ideas, products and processes should be applauded, rewarded, sponsored and patronized.
- Alliances and networks should be formed by all institutions of learning, business organizations, manufactures, government etc. to foster creativity and innovations.
- Basic amenities needed for survival should be provided by the government to allow citizen to have time for quality thinking, research and contributions.
- Older generations should start believing in the new generation to enable them to have confidence in themselves. Having confidence in themselves will enable them to be more creative and innovative.

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