



Creativity As A Catalyst For Commercial Innovation

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Abstract

Today, creativity has emerged as a major factor for innovation in modern commerce, which impacts how businesses generate value, compete, and adapt in a changing marketplace. This particular research aims to address the concept of creativity not only as an individual mental process but also as a collective organisational skill that enables research findings to be successfully commercialised. This particular paper, through an amalgamation of views from research methodology, design thinking, and entrepreneurial perspectives, aims to address how creative ideas facilitate product development, service differentiation, and business renewal. Through case studies of different sectors, such as the tech industry, cultural industries, and sustainable businesses, the role of creativity is demonstrated as a factor that accelerates innovation and increases market relevance. The research also covers challenges that need to be addressed, such as the commercialisation of creativity, intellectual property issues, and the need for practicality. Overall, the research aims to highlight the role of creativity as a facilitator that bridges knowledge creation and commercialisation, providing a framework for businesses and academic institutions to build sustainable innovation systems.

Key Words

Creativity, innovation, catalyst, commerce, organisations, skill, result.

Introduction

Creativity is now at the centre of modern commerce, and it is having a significant influence on how value is created, how competitiveness is sustained, and how businesses are adapting to a rapidly changing environment. In today's knowledge-based economy, creativity is not just an individual mental faculty but also a collective business skill, which converts knowledge into commercially viable results (Fetrati& Nielsen, 2019). Businesses are increasingly using creativity as a tool for fast-tracking their businesses, especially in response to global competition and other forces of change in the modern economy (Oxford University Press, 2020).

The relationship between creativity and innovation is critical in business, especially because of the need for businesses to balance creativity and practicality for commercial success. As can be seen from businesses in industries such as technology and cultural businesses,



creativity is a catalyst for innovation, and it is having a significant influence on how businesses are responding to consumer demands and other issues of public interest (Alzamel, 2021). This study is based on the idea of creativity as a catalyst for connecting knowledge creation and commercialization.

Literature Review

According to Fetrati& Nielsen (2019), creativity entails the generation of new ideas, while innovation entails the implementation of these ideas in the form of products, services, or processes. The duality of these concepts creates a synergy that is important for organisational success, as creativity drives innovation by offering the raw materials for innovation. According to research, organisations with creative cultures are likely to attain competitive advantages and sustain themselves in the long term (Punj, 2021).

Creativity occurs in organisations that embrace the culture of creativity, where organisations are structured in a way that supports collaboration, experimentation, and risk-taking. According to research on team creativity, ideation in a team leads to innovation, especially with the use of design thinking and entrepreneurial skills (Oxford University Press, 2020). In the business world, this form of organisational creativity leads to faster innovation and increased adaptability in the market.

Various case studies on technology, culture, and sustainable businesses have demonstrated the role of creativity in facilitating innovation. For example, creative entrepreneurship in India uses creativity as a way of coping with resource scarcity, leading to business differentiation (Punj, 2021). In another case, high street businesses that have adopted e-commerce as a way of doing business have demonstrated that creativity is a key factor for business survival in a digital economy (Alzamel, 2021).

Despite the benefits associated with the commercialisation of creativity, literature on the subject points out that there are a number of challenges, including intellectual property rights, resource allocation, and creativity/feasibility, which must be addressed in a framework that ensures the practical application of creative works (Fetrati& Nielsen, 2019).

Objectives

To explore the role of creativity as an organisational skill in facilitating commercial innovation through the use of research-based knowledge and practical applications in product development, service differentiation, and business innovation.

In order to analyze specific sector-based case studies of different industries, such as technology, cultural industries, and sustainable businesses, in order to understand how creativity can increase the speed of innovation cycles and improve their commercial relevance, addressing issues like intellectual property rights and commercialization.

Research Methodology

The research methodology for this research will be based on a qualitative research approach, along with case study research and thematic research of secondary data.

Research Design: Exploratory and descriptive research, focusing on understanding how creativity can act as a catalyst for innovation in commerce.



Data Sources:

Secondary Data: Research articles, research books, and research reports on creativity, innovation, and commerce.

Case Study Research: Specific case studies of different industries, such as technology, cultural industries, and sustainable businesses.

Analytical Framework:

Design Thinking Approach: This approach will be adopted for understanding how creativity can act as a catalyst for innovation in commerce.

Comparative Analysis: Understanding similarities and differences in different industries, based on their approaches toward creativity and innovation.

Limitations: The research recognizes specific limitations, such as understanding how different industries can be generalized, considering their different contexts, resources, and intellectual property rights.

Discussion and Analysis

There is a consensus on the fact that creativity forms the foundation of innovation, as it represents the spark that sets off the development of new ideas. In the business world, this creative spark does not merely relate to individual imagination; rather, it also relates to collective organisational processes. According to research, organisations with a high creative culture are more likely to maintain a competitive advantage, as creativity offers the raw materials for innovation (Fetrati & Nielsen, 2019). The IBM Global CEO Study identified creativity as the most important leadership competency in dealing with future complexities, ahead of integrity and global thinking (INSEAD, 2021). This represents a growing awareness of the importance of creativity in business.

Organisational Creativity and Team Dynamics

Creativity flourishes when it is embedded within an organisational framework that promotes collaboration, experimentation, and risk-taking. Moreover, team creativity facilitated by design thinking has been established as a key driver for innovation cycles. Oxford University Press (2020) states that over 90% of the surveyed organisations regarded innovation as a key factor for competitiveness; however, the same organisations were struggling to achieve this because of the lack of creativity within the teams. This underlines the need for promoting creativity at the organisational level for the commercialisation of innovation.

Design thinking has been established as a methodology for harnessing creativity. This methodology enables the creation of concrete solutions from abstract ideas through the application of empathy, ideation, and prototyping (INSEAD, 2021). This methodology for innovation promotes the acceleration of innovation cycles so that creative ideas can be implemented and moulded according to the needs of the market.

Sectoral Applications of Creativity

The application of creativity in commerce can be observed at the sectoral level:



Technology: In the technology industry, creativity influences the development of products and differentiation of services. Apple and Google are examples of organisations that have always employed creative thinking in the development of products that are user-centric and redefine the boundaries of the industry. This exemplifies how creativity fuels innovation cycles and keeps organisations relevant in the market (Virtus Inter Press, 2021).

Cultural Industries: In the cultural industry, creativity is the lifeblood that keeps organisations afloat. Originality and differentiation are key drivers in the film, music, and publishing industries, where creative minds are employed to develop products that connect with the market. The monetisation of creativity in these industries often experiences challenges related to intellectual property rights; however, examples show that creativity can be successfully monetised with adequate legal frameworks (Oxford University Press, 2020).

Sustainable Businesses: In sustainable business organisations, creativity is employed in the development of green products that are environmentally friendly. Organisations that have adopted the circular economy business model employ creative strategies in their supply chains to reduce waste in the ecosystem. This exemplifies how creativity fuels innovation cycles while keeping commerce relevant to societal needs (INSEAD, 2021).

Challenges in Commercialising Creativity

Creativity is a driving force for innovation, but commercialising it is accompanied by a number of challenges, including:

Intellectual Property (IP) - The commercialisation of creativity is subject to IP rights, which are critical in ensuring that innovators benefit from their innovations. However, IP rights are sometimes behind the pace of innovation, making it difficult for businesses to commercialise creativity (Fetrati& Nielsen, 2019).

Balancing Originality and Practicality - Commercialising creativity requires businesses to strike a balance between originality and practicality. While businesses should be original, they should also ensure that their innovations are practical. This is, however, difficult, as businesses may be so focused on being original that they forget about practicality. On the other hand, businesses may be so focused on being practical that they forget about creativity. Successful businesses have, however, managed to commercialise creativity through the use of ideation, feasibility studies, and market research (Oxford University Press, 2020).

Resource Constraints - Resource constraints are common among startups and small businesses, making it difficult for them to commercialise creativity. However, frugal innovation is a strategy for businesses, especially startups, to commercialise creativity, thus differentiating themselves from their competitors (Virtus Inter Press, 2021).

Creativity is now considered a strategic resource that influences the evolution of an organisation. Virtus Inter Press (2021) stated that creativity defines the manner in which the evolutionary dynamics of companies are thought and constructed. In a competitive environment, creativity assists businesses in going beyond their limits and reinventing the rules of the industry.

Case Study Insights

Case studies offer insights into the manner in which creativity fuels innovation:



IBM CEO Survey: The survey covered 1,500 CEOs from 60 countries and indicated that creativity was the most crucial factor for future success (INSEAD, 2021). This survey underlines the universal acknowledgment of the importance of creativity as a catalyst for innovation and change.

HP Innovation Survey: More than 90% agreed that innovation was a key factor for competitiveness; however, this was not being achieved through the application of creativity (Oxford University Press, 2020). This underlines the need for the establishment of a system for creativity.

Indian Startups: Research findings indicate that Indian startups use their creativity to address resource scarcity and challenge existing business practices. This has enabled them to achieve differentiation and sustainability in the face of increased competition (Punj, 2021).

Implications for Commerce and Academia

From the discussion above, the following are the implications for commerce and academia:

For Businesses: In business, creativity needs to be embedded as an essential capability. This can be done by investing in training programs and structures to harness the benefits of creativity.

For Academia: Academic institutions are crucial for the development of a sustainable innovation ecosystem. This can be done by embedding creativity to enable future generations to succeed in the complex business environment.

For Policy Makers: Governments need to develop policies that enable the commercialization of creativity by protecting intellectual properties and providing funding for innovation.

Synthesis and Critical Evaluation

The discussion so far has highlighted the importance of creativity as a catalyst and a challenge for innovation cycles in commerce. It has also highlighted that while creativity speeds up innovation cycles and makes products more relevant to the market, its commercialisation is a challenge that requires careful management. From the literature review, it is evident that creativity is a strategic element that forms part of the success equation for any business.

However, after conducting a critical evaluation of the literature, it is evident that creativity is just one element that forms part of the equation for success in commerce. It requires the incorporation of organisational structures, market analysis, and feasibility studies for the commercialisation of creativity in business. From the global surveys and case studies, it is evident that while creativity is acknowledged for its importance in commerce, many organisations fail to tap into its benefits.

Conclusion

The fact that creativity is a catalyst for innovation in commerce cannot be overstated. Creativity is a link between knowledge and practical application. It is evident that creativity has applications in various industries. However, there is a need to address the challenges of commercialisation. This underlines the importance of an appropriate framework for balancing



creativity and practicality while protecting creative output. Creativity institutionalisation is a strategy for creating sustainable innovation systems in commerce and academic institutions.

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