
Creativity and Entrepreneurial Development

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Abstract

Creativity has increasingly become an important means for value creation. It is a vital commodity to countries, businesses and individuals in the 21st century. Although several studies have been done in this area, none of such studies have focused on the creativity proxies of originality and artistic expression as such, this study is designed to examine the relationship between creativity through its proxy of originality and artistic expression and entrepreneurial development in Nigeria. Using a survey research design, a sample of 361 small scale enterprise owners from a population of 3751 were examined through a random sampling technique. Pearson Product Moment Correlation was used to analyze the Data. Findings revealed that there is a positive relationship between originality ($r = 0.719$, $p = 0.002$), artistic expression ($r = 0.769$, $p = 0.000$) and entrepreneurial development. It was concluded that creativity has a positive relationship with entrepreneurial development as creativity is an important driving force that affects the growth of enterprises in many ways. It was recommended that business owners should inject originality into their business because when something is new, it will be unlike anything else and in so doing will add far more value to the business world.

Keywords: Creativity, Originality, Artistic Expression, Entrepreneurial Development, Entrepreneurship

Introduction

The global financial crisis has a variety of effects on the Nigerian economy, including a decrease in government revenue, changes to the local currency, a decline in capital inflows, and a downturn in the capital market. Nigeria is currently dealing with a wide range of issues, including poverty, high unemployment rate, and personnel reductions in organizations. There is no denying that over time, persistent internal and external pressures due to low-capacity production, high internal unemployment, and debt payments have overheated the Nigerian economy (Jain, 2019). The population is faced with significant obstacles in this environment, which also runs the risk of increasing crime, violence, and other dehumanizing tendencies. On entrepreneurial development, Nigerians have been unable to contribute to it despite government efforts to promote entrepreneurship in Nigeria (Onuselogu and Zita, 2018), entrepreneurship growth has been sluggish, and failure and even death have been common (Juliana, Hui, Mintah, Solomon and Ofori, 2021). As globalization progresses the need for creative responses increases exponentially, both in quantity and quality (Woodman, Sawyer and Griffin, 2017).

Creativity is one of the key drivers of job creation as such, nurturing creativity is the best way out of unemployment and for creating sustainable jobs. Stimulating people's creativity is bound to lead to innovative products or service which could become a means of generating jobs for others who would be required to help build up the product or service (Brownson, 2014^a). Creativity is very important in business because creativity is a differentiator between businesses or organizations (Landry, 2017). Creativity is a tool where the results obtained depend on those who use it, so building creativity will have a positive impact on organizational performance (Song and Wang, 2019). Creativity aids in the development of new ways to improve an existing product or service to maximize profits. This also encourages entrepreneurs to think outside the box and look for answers that aren't standard. Through this opportunity, a new, intriguing, potentially lucrative, yet adaptable idea emerges. Moreover, it helps in the sustainability and long-run performance of all kinds of companies (Baykal, 2018). Despite various research on creativity, none of such studies have examined the dimensions of creativity especially originality and artistic expression and how that leads to entrepreneurial development. It is against this background that this study seeks to examine the relationship between Creativity (through its proxy of originality and artistic expression) and Entrepreneurial Development in Akwa Ibom State.

Concept of Creativity

Creativity is the thinking process involved in producing an idea or a concept that is new, original, artistic, useful, or satisfying to its creator or to someone else. Creativity is associated with applying solutions to both immediate and a wide array of problems influencing broad areas of thought and activity. Ang and Low (2000) asserts that creativity is associated with novelty that is originality, which is determined by a divergence from the norm. Creativity is also associated with artistic expression whereby an individual expresses his creative thoughts through arts. It is commonly accepted that creativity involves the production of something new that has value. Since what is produced as a result of creative expression happens in a context, what is produced usually adds value to the milieu of production. Puccio, Mance and Murdock (2011) explained creative behavior as what we see, the transformation of imagination into a variety of outcomes such as art, poetry, services, theories, entrepreneurial ventures, products, and solutions to a myriad of problems from personal to societal. Such an improvement could be in the area of services and the process of production. Puccio, et al. (2020) contends that creativity is a transdisciplinary area of study it cuts across all areas of intellectual pursuit and human endeavour. The ability to think creatively is beneficial, and

necessary, in all jobs and in many aspects of life. Creativity is the ability to produce new work, considered as the starting point and root of innovation (Serrano-Bedia et al., 2016). Creativity is very important to support organizational performance and simultaneously solve problems quickly in conditions that are always connected and dynamic (Ferreira et al., 2020; de Vasconcellos et al., 2019). As industries are currently facing a rapidly changing environment, so organizations need creativity to survive in an increasingly dynamic environment (Serrano-Bedia et al., 2016) as without creativity, organizations can fail to adapt to changes from within or outside the company.

Originality

Originality shows individuals' creativity. It is the ability to manifest unusual and unique reactions. It is the ability to create new ideas and the ability to think and act independently. The definitions of originality all denote the importance of innovation and novelty in the creation of original works. Winston and Baker (1985) contend that originality occurs when variations are introduced into a work already familiar to those belonging to a field of expertise. Against the backdrop of familiarity, the original work should furthermore have been produced through the application of a new set of rules. Winston & Baker explained that, by definition, work is not judged to be original if it is imitative or controlled by some explicit set of stimuli. Ideas are therefore judged to be original when their construction did not entail following a set of rigid rules. This implies that, more than the output, the process by which work is produced is important in determining originality. Clearly, the crowning mark of an original work is its element of innovation. It is in this sense that originality means having a "temporal priority in the statement of an idea" (Ghosh, 2015). Originality is rare, interesting and what makes things matter the most. The entrepreneur is primarily concerned with developing new products, processes into the market. He indulges in original thinking more than any other person thinks and he is able to produce solutions that fly in the face of established knowledge. However, there is a serious lack of originality in business and companies (Bonnell, 2016). Without an original idea, newly created businesses are likely to fail as they may not have a competitive edge to survive in the market, hence the failure of new firms in the first five years of their creation. Individuals and potential entrepreneurs can develop their Originality skill through active learning which enhances critical thinking skills, cognitive skills with better understanding and increase knowledge (Brownson, 2013) in their attempt to be original and innovative.

Artistic Expression

The transformative power of creativity is a profound and universal force that has the ability to inspire, empower, and shape individuals and societies. Creativity is artistic expression. It encompasses the capacity to think imaginatively, generate original ideas, and find innovative solutions to problems. Many kinds of psychological state can be expressed in or by works of art. But it is the artistic expression of emotion that has figured most prominently in philosophical discussions of art. Emotion is expressed in pictorial, literary and other representational works of art by the characters that are depicted or in other ways presented in the works. We often identify the emotions of such characters in much the same way as we ordinarily identify the emotions of others, but we might also have special knowledge of a character's emotional state, through direct access to their thoughts, for instance.

Entrepreneurs share a unique mind-set that transcends traditional boundaries. Like the artist, the entrepreneurs cannot be confined to a predetermined box. They challenge norms and push boundaries of what is possible. They are driven by a relentless pursuit of their personal visions, whether it's creating a ground breaking business solution or a captivating

piece of art. In an era, where conformity can be the path of least resistance, they follow their internal compasses, which guide them toward unexplored territories. This independent thought is crucial for both creativity and innovation, enabling them to craft solutions and expressions that are genuinely unique. Just as art is not a form of propaganda but a form of truth, entrepreneurship is not a mere pursuit of profit but a pursuit of lasting impact. In the intersection of entrepreneurship and art, we find a powerful force that can reshape industries, challenge perceptions, and elevate humanity to its highest potential. If used in a business environment, it will create a unique window into the business and setting it apart from its competitors, giving it advantage. Artistic expression is becoming more widely recognized as skill that is beneficial in entrepreneurial activity and if properly employed, carefully evaluated, skillfully managed and soundly implemented, it will be a key to future entrepreneurial success and to national (Ayegba and Omale, 2016).

Entrepreneurial Development

Entrepreneurship development involves all activities geared towards the creation of a new venture, expansion and growth of an enterprise (Brownson, 2014^b). Osemeke (2012) maintained that entrepreneurship development involves every undertaking characterized by efforts towards the advancement and propagation of the essence and practice of entrepreneurship. He further argued that such efforts encompass all activities to enhance the knowledge, skills, behaviour, attitude and motivation of any individual and group that assume the role of entrepreneurs as well as those who may be interested to take part in the adventure of an entrepreneur. In the case of Nigeria, Osemeke (2012) explained that entrepreneurship development has been conceived by successive government as a program of activities to enhance the knowledge, skills, behaviour and attitude of individual and group to assume the role of entrepreneurs. It can be referred to the productive transformation of an entrepreneur, a single thread runs through all such as the ability to identify business opportunities, the ability to be able to harness the necessary resources to use opportunities identified, the ability and willingness to initiate and sustain appropriate actions towards the actualization of business objectives. UNDP (1999) posit that entrepreneurial development is the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. It aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generations and economic development. Entrepreneurial development focuses on the individual who wishes to start or expand a business.

Methods

A survey research design was used and data was collected from a sample of 361 small scale enterprise owners derived using Taro Yamane formula from a population of 3751 registered enterprise owners in Uyo, Akwa Ibom State. Analysis of the data was carried out using Pearson Product Moment Correlation.

Analysis

The objective of this study was to examine the relationship between Creativity (through its proxies of originality and artistic expression) and Entrepreneurial Development.

Table 1: Number of questionnaires administered and returned

Distribution of Questionnaires	Numbers	Percentages of Questionnaires
Questionnaires returned	355	98%
Questionnaires not returned	6	2%
Questionnaires administered	361	100%

Source: Fieldwork, 2023

From the table 1 above, out of 361 questionnaires administered, 355 questionnaires representing 98% of the total questionnaires administered were successfully filled and returned, while 6 questionnaires representing 2% of the total questionnaires administered was not returned.

Table 2:A test of relationship between originality and entrepreneurial development in Nigeria.

Descriptive Statistics

	Mean	Std. Deviation	N
Originality	5.8377	.85666	355
Entrepreneurial Development	4.6155	.87052	355

Correlations

		Originality	Entrepreneurial Development
Originality	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.002
	N	354	354
Entrepreneurial Development	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.002	
	N	354	354

** . Correlation is significant at the 0.05 level (2-tailed).

From the analysis of table 2 above, the correlation coefficient (R) was $R_x = 0.719$, suggesting a strong positive correlation between originality and entrepreneurial development. The result was statistically significant ($R_x = 0.719$; $n = 355$; $p = 0.002$). Based on this, it is safe to say that originality will influence entrepreneurial development. Since the p-value is less than 0.05 ($p = 0.002 < 0.05$), hence, the test shows that, there is a significance positive relationship between originality and entrepreneurial development.

Table 3: Test on the relationship between artistic expression and entrepreneurial development in Nigeria.

Descriptive Statistics

	Mean	Std. Deviation	N
Artistic Expression	4.0743	.77483	355
Entrepreneurial development	3.5146	.77028	355

Correlations

		Artistic expression	Entrepreneurial development
Artistic expression	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	354	354
Entrepreneurial development	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	354	354

** . Correlation is significant at the 0.05 level (2-tailed).
 SPSS Computation.

From the analysis on table 3 above, the correlation coefficient (R) for the test was $R_x = 0.769$, suggesting a strong positive correlation between artistic expression and entrepreneurial development. The result was statistically significant ($R_x = 0.769$; $n = 355$; $p = 0.000$). Based on this, it is safe to assume that artistic expression will influence entrepreneurial development. Since the p-value is less than 0.05 ($p = 0.000 < 0.05$), the test therefore shows that there is a significance positive relationship between artistic expression and entrepreneurial development.

Discussion of findings

The study sought to examine the relationship between creativity (through its proxy of originality and artistic expression) and entrepreneurial development. The analysis indicated the following:

A: The test to examine the relationship between originality and entrepreneurial development in Nigeria.

The result indicated a positive relationship between originality and entrepreneurial development. From the analysis, the correlation coefficient (R) for the test was $R_x = 0.719$, suggesting a strong positive correlation between originality and entrepreneurial development. The result was statistically significant ($R_{x_3} = 0.719$; $n = 355$; $p = 0.000$). Based on this, it is safe to say that originality will influence entrepreneurial development. Since the p-value is less than 0.05 ($p = 0.002 < 0.05$), it thus implies that, there is a significant relationship between originality and entrepreneurial development. When high level of originality exists among individuals, there is a high possibility of such leading to new venture creation, business expansion and growth if it occurs within employees of existing organizations. This finding aligns with the study from Ziga and Front (2022) who found a positive relationship between entrepreneurial openness and creativity on company growth. The result aligns with the work of Song and Wang (2019) who pointed out that building creativity will have a positive impact on organizational performance. The finding is also supported by the work of Inegbedion, Inegbedion, Obadiaru, and Asaleye (2021) who found that creativity predicts organizational efficiency. Originality as a dimension of creativity will aid in the development of new ways of improving existing products or services to maximize profits for the organization. Moreover, it will help in the sustainability and long-run performance of all kinds of companies (Baykal, 2018). Originality will support organizational performance (Ferreira et al., 2020; de Vasconcellos et al., 2019) and help it survive in an increasingly dynamic environment (Serrano-Bedia et al., 2016) as without originality, organizations can fail to adapt to changes from within or outside the company.

B. The test to examine the relationship between artistic expression and entrepreneurial development in Nigeria.

From the analysis, the correlation coefficient (R) for the test was $R_{x_4} = 0.769$, suggesting a strong positive correlation between artistic expression and entrepreneurial development. The result was statistically significant ($R_{x_4} = 0.769$; $n = 355$; $p = 0.000$). Based on this, it is safe to assume that artistic expression will influence entrepreneurial development. Since the p-value is less than 0.05 ($p = 0.000 < 0.05$), it thus implies that, there is a significant relationship between artistic expression and entrepreneurial development. This is in line with Zhanar et al., (2018) that studied Promotion of entrepreneurship development by Art and Design pedagogy. The result shows that design thinking and creative intelligence dispositions have a significant effect on entrepreneurship levels. Entrepreneurship can benefit from the application of artistic expression when moving through a creative process of business problem solving, or when looking for new opportunities and challenges. With deeper insights into the dynamics and power of artistic design, entrepreneurs can benefit from the integration of artistic endeavours. If art and design can offer a sense of human engagement based on ethics and on care, this sense needs to be offered to the wider community when using its methodologies to further innovation and entrepreneurship. The creative realm offers a magnitude of opportunities for real world benefit, and as the economic climate becomes harsher, creativity at the centre of humanity must be used to enable survival and adaptability. Artistic expression has the ability to contribute to the propagation of future entrepreneurship.

Conclusion

This paper sought to examine the relationship between creativity and entrepreneurial development using the creative dimensions of originality and artistic expression. From the findings, originality and artistic expression positively relates with entrepreneurial development. Hence, it can be concluded that creativity has a positive relationship with entrepreneurial development as creativity is an important driving force that affects the growth of enterprises in many ways. Artistic expression shows individual creativity, this helps enterprises and entrepreneurs to use their originality to not only find opportunities that are hard to be seen by others but to develop innovative products and services that will help promote the growth and development of entrepreneurial activities thereby meeting the needs of consumers.

Recommendations

It is recommended that business owners should inject originality into their businesses because when something is new, it will be unlike anything else and in so doing will add far more value to the business world. Business owners should utilize artistic expression in their product and services as it changes the perspective of its customers from the normal trend, making them appreciate new creative approach, which will increase demand for such products or services and this will cause the business to grow and gain recognition.

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