

CREATIVITY IN INDUSTRIAL CONCEPT

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Rezumat. *In mediul concurential actual, pentru a-si asigura succesul pe piata si pentru a se putea detasa fata de concurenta, intreprinderile trebuie sa lanseze produse cu un inalt caracter inovant. In sprijinul creativitatii, vin o serie de metode, menite sa ghideze designerii catre solutii viabile ce pot fi transformate in produse de succes.*

Abstract. *The companies must launch high innovative products, in order to ensure their success on the market and to detach from the competitors, in our days concurential environment. In order to support the innovative character of products, there are used a series of creativity methods. The role of these methods is to guide the designers towards viable solutions which can become successful products.*

Keywords: creativity, organisation, models

1. Introduction

All the products and production methods have a limited life. As the product passes through different stages of its life cycle to mature, intensifying the competition between producers and the sales growth slows. In this context creativity is a key: gaining competitive advantages by responding to the market needs.

Generally, the word “creativity” is associated with the image of an inventor or invention. Partial, this association is true, but in fact, just a small percent of this process results represents an invention. Many times it leads to an improvement of a product that already exists on the market. The last products are made as an answer to the more and more complex necessities difficult to satisfy. For this reason, the novelty degree of the products may vary from simple to complex.

Organizations depend on the ingenuity of employees to bring technology to the next level, and to design products that are radically different and valuable to create a competitive advantage. One way that organizations combine creativity of their employees while ensuring operational efficiency is through teams.

2. The concept of creativity

Creativity is a concept somewhat vague and imprecise. Creativity means daring: everything is new, uncertain and non-conformist. Creativity represents the ability to create, and create means to produce originals and useful ideas by combining elements already existed.

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