



Creativity Component within the Economic Competitive Advantage



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Introduction: In the recent decades inquiry on the creativity component as an impact on the economies and especially on the economic competitive advantage had a great significance in the developed countries. The principle is to be applied at the level of the organization, but also at the regional, or national economy levels. Organisations set their visions, missions, primary direction for the future: purpose, aspirations and resources, and how will interact with external environment. To efficiently achieve this one can hardly deny the creativity role is huge.

Motivation and Description of Work: The four ways of gaining competitive advantage, the real advantage of the organization in relation to competitors: identification of the key factors of the organization's success, analysis of the forces influencing the organization, analysis of the competitive environment, analysis of customers and market segmentation. Competitive advantage once gained must be maintained and perpetuated through offensive strategies of competitive struggle. This complexity is correlated and synchronized with the human creativity resource nurturing and valorization.

Results: Creation of the creativity hub to:

- ✓ Encourage students to get involved their ideas in the businesses;
- ✓ Promote and encourage the official cooperation between businesses and economic research and development personnel;
- ✓ Ensure the economic researchers applicability procedures and methodological support to get involved in the economic sectors.



Conclusions: The act of transforming the ideas generated by the creativity of human capital into reality, into practice, and thus into value-added goods or services, ensures the road to success for national economies, so the development and evaluation of creativity and creative skills is a necessity. The specificity of developing countries to depend on policy decisions and instruments is too strong, an integrated programme on analysis and assessment of national competitive advantage, but also of economic strategies and other policy documents to create a set of integrated, coherent and aligned priorities with a concrete action plan to develop creative skills. The need to set up structures: centres or hubs for creativity and innovation, involving university students and businesses, is proving indispensable in the context of harnessing the resource of creativity to identify competitive economic advantage.

References:

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