

## From Creativity to Innovation: An Entrepreneur Strategic Management for Business Development

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### Abstract

*The purpose of this review was to understand creativity in driving business towards innovation, starting from improving management and business strategies that are profitable and sustainable. The authors believe that businesses have to transform management into a profitable business through innovation as an entrepreneur. So, to ensure the relevant supporting document data to answer the problems of this study, the authors have visited hundred of scientific publication journals, both national and international publications, which actively discuss issues of creativity, innovation, and business strategies to benefit both short and long term. Next, we examine the phenomenological approach under a descriptive qualitative study to understand genuinely. We found the data through an electronic search on several mentioned publications. Through the use of the keyboard, we have been able to collect data, and then we review it by coding the system, critical evaluation of the relevant conclusions. Based on the evidence of our studies and studies, we can finally conclude that entrepreneurs must have continuous creativity to get the latest innovations to compete in the era of economic competition by maximizing management governance, both production, and sales. In the end, we found that the business was going from creativity to innovation in developing profitable business management strategies. It is hoped that these findings will strengthen similar studies in the future.*

### Keywords

creativity; management  
innovation; business; strategy  
development



## I. Introduction

In the era of technological speed and increasingly competitive market innovation, business people must be more active and flexible where governance and choose strategies that can differentiate their business from being able to compete in an era full of fierce competition (Nayak et al., 2011) choosing a strategy that empowers businesses to be able to compete in a market that is not only now local but is increasingly global. The fact that reports on business viability that more companies want to pioneer in facing various business challenges may be hindered by creative efforts and strategies in doing business towards an innovation that can compete tightly but remains friendly with an indeed business development approach (Crane et al., 2019). The fact-finding also says that a business managed on a business basis will become profitable and sustainable. Their farm is run with a different strategy among other business people. Indeed, generally, findings from various business contexts always find that through creative trials with the strategies pursued, it will give birth to a profitable business that can compete both in production and

in service and in maintaining sales so that it remains a business capable of fulfilling not only but includes employees who have high human resources so that it is indeed a profitable business through continuous innovation (Maister, 2012).

What is happening in Indonesia and developing countries can be said that there are differences in the orientation of small businesses and big businesses, how small businesses are associated with low creativity and business resources that will drive businesses towards innovation as happened in large companies where governance has met the requirements. Business is run (Ghobakhloo & Tang, 2013). For that matter, quite a lot and also training has been carried out for business people, especially beginners, to get nervous with all the challenges and issues of empowerment and innovation and achieve a significant business vision that many have led to their success with superior performance and a measurable administrative system. They become one of the supports for their continued and sustainable business (Panigrahy & Pradhan, 2015).

Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

The success of pioneering businesses often begins with governance based on studies to strengthen their capacity to become skilled and competitive, starting with administrative governance, improving the quality of human resources and skills in the use of digital literacy towards innovation which, of course, requires a preparation stage of management understanding that is oriented towards continuous execution compared to small companies, there are indeed differences both in theory and in the field (Falloon, 2020). In addition, many small businesses that are expected to be innovative continue to experience governance and financial crises; this does not occur in established business HPs that have undergone a period of adaptation with limitations in all sectors. However, efforts to guide business awareness to startups from trial and error start from a sound migration and competitive governance strategy; in the future, they will slowly become skilled businessmen towards excellence (Austin, 2010).

Looking at the side of small and medium enterprises, this is a very promising breath of fresh air, but it needs to be followed by careful and appropriate preparation and support from the government (Barber, 2015). Small industries have an essential role in economic development and the demands of the times, primarily since the MEA free trade was implemented on December 31, 2015, ago, small and medium enterprises (SMEs) competed and contributed more than other Asian countries (Gantz, 2016). Indonesian SMEs must survive, compete and develop in line with the development of the global economic situation. The Ministry of Cooperatives and SMEs have concerns and commitments in supporting efforts to anticipate the implementation of the MEA through coordination, synchronization, synergy, and cooperation starting from the upstream, middle, and downstream aspects within the framework of empowering the empowerment of Cooperatives and SMEs (Aparcana, 2017).

The SME sector's highest contribution to the global production supply chain reached 2.7 percent. ASEAN contributed 9.3 percent to the global production chain in 2009-2013 (Darwis, 2017). One of the main keys in competing in the international market is to carry out the right strategies so that more value from the products is created to survive strong

free competition at the global level. The condition of the SME sector in Indonesia's export activities in 2015 was only 15.8 percent, much smaller than other countries in the Southeast Asian region (Agus et al., 2018). Like Thailand, with 29.5 percent of exports, and the Philippines, with 20 percent of exports, Indonesia is still lagging behind other Southeast Asian countries. (Kemenperin.go.id, accessed 25 November 2016). MSME products have been marketed in the domestic area and have penetrated the international market and in countries, 70 percent of which are marketed through a very competitive marketing strategy, but in the coming year, they will still use the services of cooperation with marketing and since 2014 (Patunru & Rahardja, 2015).

Business strategy is defined as a way to achieve business goals; in its development, it cannot be separated from the concept of strategic management, which is a decision-making process to utilize company resources that have independently exported chips from both countries effectively and efficiently in an ever-changing company environment. -change (Teece, 2019). Concept of Strategy, A good understanding of strategy and other related concepts will determine the success of the strategy drawn up. These concepts are a. Distinctive Competence: actions the company takes to perform activities better than its competitors (Xu et al., 2015). A company with strengths that competing companies do not easily imitate is seen as having "Distinctive Competence," which describes the specific capabilities of an organization. According to Porter, there are several strategies that companies can take to gain a competitive advantage, which include cost leadership, differentiation, and focus. According to Sudrajat (2015), strategies can be grouped based on three types: Strategy Management Strategy includes strategies that management can carry out with a macro strategy development orientation, for example, product strategy development strategy, pricing strategy, strategy acquisitions, market development strategies, financial strategies, and other strategies (Khanna & Palepu, 2010).

This grand strategy to manage corporate governance allows this business from revamping operational systems to overseeing the smooth running of business work and procedures that enable business execution in innovative ways (Roodposhti & Chashmi, 2011). However, this kind of business prerequisite is rarely done by small businesses related to the orientation of the potential to attract customers. Moreover, it leads in sales, has a brilliant business vision, and overcomes every obstacle related to the smooth running of the business related to human resource governance and adaptability with increasingly strong competitors (Cavalcante et al., 2011). Poetry wants to be a pioneer who truly understands how business is run by the strength of the power of technology and information and its capacity to create creative breakthroughs towards innovation. In this way, being more in Indonesia will undoubtedly produce through exemplary implementation, superior has the choice to think intelligently carry out imagination and creative activities. Therefore, a business that penetrates the market will be a pioneer in the future with a better implementation vision, ensuring everything is flexible from planning implementation to final evaluation (Camilleri, 2018).

## **II. Research Method**

This section of the paper will explain the approach taken to eradicate this study to gain a deep understanding of the business towards maximum profit through creativity to give birth to innovation in the era of fierce business competition (Karataş-Özkan, 2011). The data we get is several complications published from 2010 to 2002 by choosing from hundreds of publications in academic proceedings journals and books. Next, we examine the code system, decision making, interpretation, and evaluation critically to get data

findings that can answer the questions of this study (Morse, 2015). We got the complete data from qualitative studies and a phenomenological approach, namely a data collection system, and studied it as widely as possible to get valid and reliable data results. Our search is done online on a database assisted by a keyboard so that these students do not need fields and libraries, but all will do it by searching electronically. We chose a series of reporting methods and a descriptive qualitative design method based on previous studies discussing business and innovation issues. In this study, we believe the minimum requirements for reviewing the business and innovation literature data list are (Boons et al., 2013).

### **III. Results and Discussion**

#### **3.1 Understanding Business Innovation and Creativity**

The original work of persuasive experts in business such as (Iqbal 2011; Mann et al., 2011) has sparked the thought that creativity and innovation are the core and basis of a business that will be large and sustainable. They say that new start-ups need to adopt innovative ways and strategies of creativity and innovation and refreshing business power for high-performing businesses (Buganza et al., 2010). Many innovation strategies at the high-level enterprise level have been initiated as solution ideas to advance business execution further and, although not yet maximized despite extensive high-level exploration of creativity in general (Bocken et al., 2014). Several reports address the core issues of creativity among business executives, and new ideas on business systems-related orientations used to monitor innovation for all goals have been pursued. Creativity is characterized in many investigations as the inner cycle in which business generates the central premise for all business and HR networks (Kim & Mauborgne, 2014). More targeted business. At the same time, business progress is a change in innovation from the birth of creativity to benefits and the development of great minds into complete minds (Robinson, 2011).

It can also be said as the primary goal of business development with an effective strategic plan that will promise imagination and reasonable ways to continue the business (Advantage, 2020). In initiating careful planning, the development of plans will be very challenging with ideas that sometimes do not make sense but will change the mindset of how to in a way that even will provide technical progress by sharpening the mindset of how the work should proceed. This method can also be easily continued even though it is a simple way from the start but will slowly get progress when the business is by distributing tasks to employees by continuing to work in an improved manner (Rainey, 2010). The ideas in business planning are how to explore business strategies by strengthening the front lines that are the backbone of a mobile business. This method has been proven by optimizing thinking and implementation and regular evaluation with a slightly more active vision of excellence but with accurate data that can assess success and predict the future with very detailed data. Indeed, innovation is not accessible, but when it is designed with a very detailed approach, having a vision and innovation will undoubtedly make an effort from conventional methods to modern and measurable ways for the sake of increasing good practices that focus on controlled business and periodic evaluations (Nicholas, 2018).

By focusing on business innovation efforts with data and digital, business development can be done more creatively to achieve progress by optimizing various existing resources so that businesses can encourage exemplary implementation (Parida et al., 2019). Under any circumstances, if the business is run at an early stage, it will undoubtedly experience various obstacles and obstacles, including in terms of

introductions or sales and promotion innovations until it reaches an active layer by establishing good relations with parties who have the potential to become business partners, this will allow business relationship management to occur to business and customers that begin with mutual giving and belief in mutually beneficial prospects (Witkowski, 2017). This is closely related to how business governance contains sufficient directions that allow governance from planning to finance that involves data to eliminate doubts about how to develop it going forward, which sometimes almost certainly will not work but through earnestness and optimism in predictions. Going forward with data, not blindly, this kind of business develops strategies and gains profits and sustainability (Schwartz, 2012).

Several solutions can overcome this problem by deepening a philosophy that has been widely tested with the expression of how the strategies installed by business people can keep the business running even though it is broken (Buckner, 2019). However, which is following the nature of the business initially by meeting operational needs, which will certainly provide benefits. Have a significant impact on the results even though it is very temporary. There are many findings of business experts who try to examine the orientation of the business context that leads to providing innovation to business actors so that they can be productive by using creativity and innovation solutions that are combined in companies with capacities that fight for business (Stark & McCarthy, 2020) at the level At first, this business looks very funny. It feels impossible to move, but content and trust from the developer can attract all workers to be more focused and enthusiastic in finding losses by maximizing foresight with logical thinking and data, so they get a business model that fits the game. , business with a very confident framework, including how creativity and innovation can be carried out effectively and productively (Mootee, 2013).

To pass the brilliant stage, a business must go through an evaluation and monitoring sessions on how performance has been planned and executed with a bit of a sharper understanding of how business should involve innovation and creativity directed at the business to have an impact (Lenfle, & Loch, 2010). Implementing business and being able to handle and inhibit existing obstacles, what is available and updated, although simple, will focus on the main constraints related to how businesses adopt innovation and innovation which is based on a theory designed to describe how the relationship between the two variables of creativity and innovation in running the desired business, primarily related to vision and prediction of the future (Naranjo-Valencia et al., 2011). In addition, it is also necessary how to develop strategic plans and combine them in a direction that is oriented towards the management of innovation and innovation and execution by focusing on various aspects of perspective and reliability that seek to gain many theories and strengths. Furthermore, weaknesses consolidate them into a blend of movements that encourage focus and focus (Bangari, 2014) entirely following its business practices. This is important considering that a business manager must show a pattern of how creativity and its implementation can be predicted and coordinated into a development that will be managed from theory to practice, which is the spearhead of the initial business in the startup period. With this framework, the company will be more robust in developing and making profits and not forget both its employees and the environment around the business (Makower, 2011).

In carrying out business, it must involve various studies and surveys which will undoubtedly affect how the business arrangement is dynamic and a bit speculative in treating the business which involves creativity and innovation as a fundamental strategy that can be demonstrated through the supervision of executives and also all these things that are moving (Gabisch & Lorenz, 2013). Innovation and creativity must be related to the

various parties involved in the business regardless of the difference between leaders and employees where here prioritizing creativity and innovation could be innovations coming from more junior employees; this indicates that the company is healthy and able to develop organizational strategies related to the following: very fundamental thing and strategy. So, the composition of employees and innovation will determine how authoritarian the business does not happen; instead, what is prioritized is how to develop (Drnevich & Croson, 2013).

To get away from various problems and prioritize research and development-oriented specialists who can manage operations and finances. So that research can be a contributory thing that allows companies to have a clear vision framework that is competent and has a focused orientation (Real et al., 2014). By having all the factors above by showing an equation that in the vision the way the business is managed well has a goal of collaboration, creativity and innovation both in work and in thinking so that when the business is in a state of problems it will get direction (Goleman, 2017). Many companies have been able to organize themselves towards achieving very promising results, full of participation and empowerment of various groups of workers so that all components will feel that they have a very high commitment to success. so this is where it is clear that the concentration of a businessman is really able to create a business visionary with a bit of foresight of production and minor (Goshen & Hamdani, 2015) what is speculative with the aim of developing the business wisely and allowing to get the experience of various experiences from various organizations and businesses so that business becomes a model that can be used and applied in various contexts that are effective and productive (Benkler, 2016).

### **3.2 Good Strategic in Business Development**

However, the business must still be considered an object to develop itself through an effective strategic plan, imaginative and oriented towards continuing sustainability, both profit, and safety (Chapman, 2012). In business practices that require an event where the strategy looks annoying, he imagined progress and changed the marketing mindset. In this case, no matter how difficult it is, it must be done with efforts to continue in a progressive but straightforward way to a good business level, even from a simple start (Grabau & Toussaint, 2018). Exhilarating regularly the concepts and ideas that are paired as strategies, he must go through an experimental mechanism to see the impact and the overall future of the concepts and practices that form advantage and intense competition. Thus a bit speculative with the presence of accurate data accompanied by a practical assessment (Shiller, 2014). Through study meetings and at the same time it was controlling the expected leadership function For the sake of progress that can make this a business governance that has an innovative vision and makes a point of innovation a convergence where through innovation data it will continue to be developed so that best practices can improve and focus on there is an orientation to success and sustainability in the future (Bos-Brouwers, 2010).

The distant experience of how business is run requires a strategy that includes changing rules and policies to improve the way business is run by centered on essential thoughts that are depicted in many studies whose results are indeed very significant in advancing business governance that adapts to innovation (Nagji & Tuff, 2012). In many studies conducted, strategy development is described as an increase in business that wants to change itself by bringing existing businesses closer to obtaining various models and ways to partner and collaborate. So through this story, progress can be achieved when the strategies and concepts applied are appropriate in the field (Campbell et al., 2019). Then

such a job will genuinely become a business executive with the ability to think very up-to-date, have vital electricity, and develop a strategy centered on activity and point productivity (Harmon & Trends, 2010).

#### IV. Conclusion

In this final section, we will try to draw the vital essence of the study, which aims to gain an understanding of how innovation and creativity can give birth to a business that has good governance so that it is beneficial not only for the company's employees but also for other social communities. Through a study of various data sources electronically that we obtained from various regular sources, both national and international, on complications and business data and innovation and high creativity were essential. We believe this situation has been able to answer the main problem of this study with valid and convincing data. Here we detail the essential points that we have explained in the plant section of the station. Among other things, we mention how the business gains an understanding of innovation and creativity efforts because by having high innovation and creativity, the company will be able to carry out its role, namely to gain profit and sustainability by utilizing existing natural resources and be able to compete for both locally, nationally and internationally.

Furthermore, we see that a business that is managed by prioritizing compatible and adaptive human resources with all existing conditions and challenges will make it easier for the company to get highly capable of being reliable and competitive by utilizing natural resources and data technology that enables the business. It continues to grow, seeing various findings and orientations. Next, we describe how the business strategy was developed considering today's business is different from the past where development has involved various conveniences and competition is very tight. Therefore, a good business must be developed with a strategic approach, prioritizing creativity to stimulate innovation.

Talking about innovation, indeed, not all business managers understand and understand what else is being able to apply what is called flexibility, creative creativity so that it gives birth to innovations that can compete and get a place that is around in their business and can convince others are part of the competition but in excellent and negotiable ways. The following discrepancy is how the business can be developed by prioritizing philosophy and having a good admittance and sound system and cable to get innovation and the potential to develop by focusing on perspective and improvement and very inherent control. Thus, we believe that the presentation of these findings has provided enlightenment and answered this research's question. We believe that innovation and creativity become the backbone of a business, how it is carried out intensively, has a vision, and is highly innovative.

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