

Barriers to creativity and innovation in the organization's management

Marzieh zare nazari ¹ and najmeh shahdadnejad ²

^{1,2} Department of Computer, Anar Branch, Islamic Azad University, Anar, Iran

Abstract. Creativity, a feature that talented people can be very things God has created. If creativity and innovation from the scene of human life aside, the move to get rid of the Persian month Tir, dynamism, vitality and survival of human life have been. Depression and has since repeated poor life equals death and destruction. Many believe that the art of management is a smart and efficient manager can run your organization to great heights. Creativity is one of the most important factors that should be a manager but you are creative directors who are directors of barriers to creativity. In this era, and even to maintain the status quo need to survive and thrive in the current novel to give continuity to the stagnation and corruption be prevented. Words are different but highly related to creativity and innovation. Creativity means the ability and power to deliver new ideas and new ideas, using innovative ideas and the ideas of creativity. Creativity, innovation to improve the level of any discussion of management that can help organizations improve the quality and quantity. The need for new thinking and innovative value to organizations in recent decades, it is essential that any factors or barriers that may affect the directors are creative, they are identified

Keywords: creativity, innovation, barriers of creativity and innovation

1. Introduction

Organizations to survive and continue its constructive role and need positive thoughts, ideas, ideas are fresh and new perspective to get new ideas and theories based on field research and otherwise to ensure the dynamics and destruction of decline are. Resistance towards change in international and regional organizations to eliminate them and not even able to maintain the status quo. The importance of human resources involved in the issue of organizational goals is undeniable, especially "a form of creative participation is very important for solving organizational problems. The importance of this issue due to the increasingly competitive environment among the various organizations and industrial centers, the need to develop competitive and creativity is necessary, if the recommendations of other organizations and industrial centers of mass of creative thinking .. Issues and problems to use the organization to achieve organizational goals and ideals are more easily solved, element "creative Creativity" the organization "and the organization is recommended, although achieving this will require major obstacles and limitations that This paper has been investigated.

2. The innovation and creativity

"Creativity" sense of the word is product. And the term means something else to create a unique species. In other words, creativity means more or less a phenomenon and transform or combine it with other phenomena, the objects and things. The meaning of creativity to create something new and unique way that is appropriate and useful, thereby solving a problem, El abuses or to scientific, industrial, social, and it is like 0.306. Scholars and thinkers to each according to his sense of creativity and innovation have noted that the comments can be set to be summarized in three views:

¹ Corresponding author. Tel.: 09132933945; fax: 0392-3221006
E-mail address: marzieh.nazari@gmail.com

- The more an innovation perspective ((psychological)) and has considered the level of intelligence and individual talents. Therefore, the use of educational facilities and systems of rewards and positive reinforcement to develop their talents and creativity with intelligence and talent are recommended.
- The social perspective of organizational creativity and innovation matter more ((sociological)) and to provide the proper environment to develop talent and knows the area. This attitude and enrichment facilities in the areas necessary for creating and sustaining creativity and innovation are recommended.
- Views ((system)) that create and sustain innovation and learning in an organization, the organizational and individual factors, beyond the mere provision of facilities and areas considered necessary and that the system should be set at the level of individual and with the structures, functions and roles related to the particular values and beliefs so as to provide the creativity and innovation in the pervasive and continuing to make it essential for the survival and growth as the default The institutional(308).Most experts believe that there are differences between the innovation and creativity. Perhaps the main difference between the two was stated as follows:[5]

| Innovation | Creativity |
|---|--|
| Innovation usually means to exploit new ideas of creativity. Innovation in an organization or a new product, new service or is a new way of doing things. | Creativity is often thought of as a strength (Idea) is said to be new and fresh. |

Fig. 1: the main difference between the "Innovation" and "Creativity"

It is worth noting that the innovation, sometimes the solution is to use an old technology that has never been used.

From the above comparison can be inferred that the organization not only new ideas in the organization needs to create them, but given the practical aspects of the organization to do their work.

Creativity and innovation in organizations has become an inevitable necessity, because the competitive environment requires organizations to develop and strengthen the processes of creativity and innovation. This requires a change to the organizational culture, although the basis of any change in organizational culture is necessary to overcome obstacles and limitations of group creative thinking. [4,5]

2.1. The most important barriers to participation in organized thinking and creativity group include

- Lack of motivation and lack of trust: This is an essential factor in the development of cultural partnerships. If the motivation for participation in a working group and subsequent ideas of no confidence this will continue. Lack of confidence in our work group, including cultural barriers in this field, often due to failure of teamwork and employee participation in trust, your lost. Perhaps the major factor in the formation of processing the idea of a lack of motivation and confidence of senior managers to be employee involvement.
- Lack of acceptance and tolerance of criticism in the conflict: If managers attempt to consensus critical mass is achieved without the constructive criticism of the principles of creative thinking is critical of the lack of acceptance and tolerance of a system of odds tastes innovation will lead to active and participatory management.
- conservatism and authoritarian management: the organization's middle managers and even maintain the status quo and opposes any change to the principle of the hand "of thought and authoritarian ruler is broad, participatory management and creative thinking to a group where RA would not.

To liberate the creativity and ideas to do that depends on victory over the obstacles. We've all been accustomed to the way we do things during the time tried and proven methods to come to accept them.

Only those who can establish and flourish in their creative powers to avoid the follow blindly, thinking of the clearness of mind that your design ideas with confidence, and fear of criticism and failure to give way.[1]

2.2. The importance of creativity and innovation in organizations

Specific features of human creativity and innovation, because the notions of reason and that is unique to humans.

In terms of workmanship, our intellectual ability can be summarized as follows:

- The ability to see and use the
- Recording, the ability to memorize and recall
- Reasoning, ability to analyze and judge
- Creativity, ability to visualize, predict and develop ideas

The first three activities of PC machines do to some extent but the fact that no cars seem to be able to create ideas

Since the key element of all human resources and labor organizations that can help us to understand in these organizations depends on the creative and innovative than labor is complete., Organizations with their internal and external environment and continuously interact and affect on them. Changes and multiple, diverse and complex environment that exists outside organizations that can not be indifferent to them. Indifference, and continued to repeat the behavior in a closed environment, these organizations have been destroyed and are not able to maintain the status quo. It requires persistence and survival of their organization and goals of the movement in the foundations of creativity and innovation that is indeed the staff, management and organizational structure is predictable and its process of continuous and comprehensive depiction of the formation and destruction of fallen be safe. What most of the past, the organization has been evident, it is necessary to predict the ways to address needs that may emerge in future be possible to change, any organization or pre-prepare themselves for such changes or Faced with crisis, the real risk to accept .

So, if creativity and innovation as a whole and complete in thought and action can be considered when developing their talent and success of individual, social and occupational, increasing the quantity and quality of products and services, reduce costs and waste and waste human and material resources, increase employee motivation, promote mental health and job satisfaction, improve productivity and grow the organization's various stimulating healthy competition in the production, distribution and services, reducing bureaucracy and reducing the administrative and ceremonial and pragmatism, and dozens of others will benefit.[3]

3. Who can use creativity and innovation?

Research conducted by scientists in psychology indicates the fact that creativity is a natural trait, but a series of attributes, skills, abilities and skills acquired during the training, interaction and learning are achieved. For this reason, some analysts citing the dynamic and productive aspects of these skills, have proposed plans to increase creativity in the minds of these programs on factors such ploys Are concerned.

After explaining each of the manager or administrator can be creative if your mind is taking these patterns and make mental release and remove barriers to creativity coming from.

Kynan's research on creativity was the ^{second} to those who have concluded that the IQ 120 (the ability to operate At the university level) to have the ingenuity, there is no link between intelligence and creativity. In other words, many people who have normal intelligence and high creativity and intelligence of the people who have great interest but have no creativity. ³ Baron and his colleagues had done extensive research on creative people, their expertise and examples of creative people in various professions they have chosen to study. They found that the frequency characteristics and traits associated with creativity Creative people have emerged from among more than 30 features, most of them were as follows:

- Mental fluency (the ability to gather thoughts and ideas about a problem and create a diverse and numerous as the different categories of them and tell them so desirable);
- The ability to rapidly produce large numbers of diverse ideas;
- The ability to create recurring and unusual ideas;
- Ability to identify and isolate the source (speaker) and content (say) the evaluation of information;
- Outstanding ability to get others to come and have a little difference;
- The problems go well;
- Perseverance in the pursuit of problems in place;

- To postpone premature judgments and lack of commitment;
- Willingness to spend time on analysis and exploration;
- Honest value for the subject of intellectual and mental.

Typically, the creative person in everything from views of the various checks, a feeling of dissatisfaction with the status quo. Or strongly believes that the current method of work can be improved. [7]

Gary Astynr some features of such a creative person can count on:

Sees issues and situations that previously has not considered offers and ideas maidenhead;

Ideas and experiences from various sources to piece together and gives them the situation will be reviewed;

Usually several alternative (alternative) is given for each subject. The phrase has a clearness of thought;

I doubt that the past is not limited to custom and habit (there's an idea);

Sight of the emotional force, and uses the help of mind and insight;

The high flexibility of thought and action.[8]

3.1. creativity thinking of strategies in organizations

- Re-engineering of organizational culture: It is obvious that culture itself is so widespread cultural elements of an organization is effective. When a new phenomenon in the organization or movement is done, the second major work must be done first changes being made to persuade senior management of the organization's strategies to determine the scope of the changes being made to reform the organizational culture is coupled with two important work. If the cultural elements in the creative team wants to admit a rapid decision is required for all categories of cultural reform, with all their feelings and perceptions. Because of organizational culture and employee behavior shows the effectiveness of their work is in line with organizational objectives. Obviously, any change or modification without changing the organizational culture will lead to innovative and dynamic organization.
- Creative education and cultural cooperation: education and culture of creative participation in the reform of organizational culture, individual and group behavior and subsequent involvement of all employees effective creative happens, although the training content and quality of education provided, regardless of origin can not is the transformation and innovation, such factors as lack of teachers and poor teaching skills, the use of media and educational aids, for some specific courses, instructors and coaches from repetitive and ... low factors is the quality of education. Implement effective educational programs are assessed and appropriate steps to prepare for admission to all levels of organizational development and employee involvement is. Surely "The training is limited to learning how to do group work and participation is not creative, but to learn proper methods of communication and human relations training in the beginning and organizational behavior and organizational of Psychology, industrial, and the foundations of creativity and innovation EDUCATION ENGINEERING the creative techniques TRI Z (the theory of innovative problem solving) will continue. increasing levels of staff in these areas to improve learning and improvement of organizational culture and human resources personnel and public participation in the processing of ideas and promote collective thinking.[1]
- Review the proposals and re-engineering: re-engineering processes and work with due to the movements and processes envisaged in the program scope, procedures and methods it covers important role in creating change is the staff recommendations. Transition from the status quo << traditional management structure >> The ideal situation (like structure, change and innovation) requires re-engineering process is. Indeed, "if the proposals as part of an organization, make recommendations and classified as a completely" normal and routine to deal with them gradually to the dead and the dead parts of the organization is like most other parts of the engineering review makes recommendations to the static condition can lead to dynamic and creative situation. This realization of the collective creative thinking leads to improvement of human resources.

- Appreciation of the creative staff. Rewards and incentives to encourage them to strengthen. Obviously, the delay in the award or denial of the suppression of individual motivation and willingness to achieve the main goal of the organization and decreases. Encourage workers who have had their creative and innovative activity as a driving force for other personnel is to be set up groups in creative thinking.[2]

4. Acknowledgements

To survive, all organizations need new thoughts and ideas are innovative and fresh. Creativity and innovation are so mixed together that give the definition independent of each is difficult. Creativity, and the emergence of a new thought and thought and thought and thought while making practical innovations. For the creation of new ideas and expanded, the forces driving the deterrent force to cope with the situation is such that the forces driving us towards new ways and lead. The need of organizations to this amazing phenomenon, the very survival and continuity of the organization's survival depends on taking advantage of the creativity of staff and management of all administrative and organizational factors for the occurrence and to apply creativity and innovation flourish and product of thinking and new ideas targeted to the institutional organization. Further note that the phenomenon of creativity is learning and it can be established and reinforced in all staff and in guiding the organization and control. In other words, the creative process and can be systematically taught and systematically the organization will use to solve problems.

5. References

- [1] Rezaeian ali, *management, organizational behavior*, Tehran: the university of reading and writing books (left) 1370
- [2] Rezaeian ali, *principle of management*.2007
- [3] Soltani tirani, floura, *institutional innovation in the organization*, saba cultural service
- [4] the article 5ntrepreneurship and occupation: creativity, *management and 5ntrepreneurship* (from Alavi site
- [5] Osborn alex.s, *foster innovation and creative talent to the public*.2006.pp.3-7
- [6] Rezaeian Ali, *management principles*, Tehran: The University of Reading and writing books (left), 1370
- [7] R.. Kyi. Jane. Watch. C. Trayanrys, *the office of institutional research and defense industries: management, management of non-management "research organizations"*, Tehran: Institute of Industrial Research and Defense, 1376.
- [8] www.topiranian.com