

Track 1: Innovation and Critical Learning in Business & Education

Creativity as a Part of Entrepreneurial Behaviour in Higher Education

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Creativity can be regarded as the ability to produce work that is both novel and appropriate. Further, creativity can be regarded as a skill to create something new, different and practically usable. It can be considered from the point of view of the final result, a process or a characteristic of an individual. In addition, creativity is context-related phenomenon. In other words, although creativity is partially inherited feature of an individual, it can be expressed in a connection with a specific culture and context. Therefore teaching one to use creativity and encouraging one in the use of it, it might pose challenges. The study concerned inter-cultural business students in Finland, and it focussed on how creativity has been used in studies and also how the use of creativity can be promoted in higher education.

One group of students (n = 18) in an international business programme was asked to write an essay about the topic by focusing the following questions: How they have used creativity in their studies, what risks they have taken in using creativity and how they could increase the use of creativity in their studies. The data analysis is still ongoing, yet the preliminary findings indicated that creativity is used in various ways in the studies. Further, the preliminary findings revealed that there are different kinds of obstacles which decrease or even prevent the use of creativity. The findings will propose some ways to support and enhance the use of creativity in the studies.

The paper will discuss the concept of creativity as well as the role of it in studies. Further, the expected results will improve our understanding of the use of creativity in higher education. In addition, the findings will provide further information about promoting activities towards more creative learning processes.

Friday 23 April 11:00 – 12:30