

## *Creativity, Invention and Innovation - Catalysts of a Perfect Management*

*Lately, in the academic environment, as well as among management consultants and managers, the issue of management innovation is increasingly arising. It is considered that innovation in management has the unique advantage of making key changes in terms of competitiveness by implementing practices, structures, techniques, or processes that can facilitate the achievement of the organizational objectives. This can help create favourable conditions at the organizational level for building a favourable climate where creativity, innovation and inventiveness can become important factors of organizational performance by creating competitive products and services.*

*As a multidimensional process, creativity involves generating new ideas or concepts, or new associations that can be defined from the perspective of different disciplines: psychology, cognitive sciences, arts, artificial intelligence, philosophy, economics, and management offering numerous possibilities to build high-performance managerial instruments.*

*Innovation is the specific tool for entrepreneurs, the means by which they exploit change as an opportunity for various businesses or services, being the main engine of the economic growth in the global economy today. By introducing innovations into practice, products with improved quality features, superior quality services, new, more efficient and environmentally friendly production processes, improved business management system models, modern methods of workforce management, etc. can be achieved.*

*As a technical achievement, invention facilitates the realization of some products or processes in all technological fields.*

*Here is how creativity, innovation and invention within the field of management can sustain economic activity by defining new valences.*

*Prof. Ph.D. Paul Marinescu*