

TALENTUM ROVAT

Folyóiratunk a jövőben alkalmanként megjelenési lehetőséget kíván biztosítani felsőfokú tanulmányokat folytató vagy éppen befejező hallgatóknak, akik az emberi erőforrás témakörben az átlagosnál magasabb színvonalú TDK vagy szakdolgozatot alkottak. E dolgozatok alapján összeállított rövidebb publikációk közzététele reményeink szerint biztatást jelent szerzőjüknek arra, hogy legyenek elkötelezett szakemberei e szép és izgalmas szakmának, illetve bátran vállalkozzanak a jövőben is tudományos igényű cikkek megalkotására. Színvonalas írásművükkel már bizonyították, hogy képesek erre.

Annak érdekében, hogy az olvasók is jobban megismerjék a fiatal szakemberek céljait, motivációját, és hogy mindezt hogyan támogatták egyetemi tanulmányaik, felkértük őket egy rövid bemutatkozásra. Azt külön kértük, hogy ebben emlékezzenek meg olyan tanárukról, mentorukról, aki véleményük szerint meghatározó módon hozzájárult sikerükhöz.

a Szerkesztőség

2020 júniusában végeztem a Budapesti Metropolitan Egyetem angol nyelvű kommunikáció és médiatudomány alapképzésén integrált média specializációban. A szakdolgozatomat „A kreativitás kora” témában írtam. A téma választásakor fontos volt számomra, hogy olyasvalamiről írjak, ami jelenleg kiemelkedő relevanciával bír, és hasznos lehet az olvasók számára. Értéket szerettem volna létrehozni az írásommal, illetve, egy nem mindennapi, mégis olyan témát boncolgatni, amellyel bárki tud azonosulni. Ezért döntöttem úgy, hogy a fentebb említett témakörön belül a kreativitásra, mint a siker kulcsára helyezem a fókuszot. Ehhez szükségem volt egy olyan konzulensre, aki nem csak nyitott erre a témára, és egyben felfogásra, hanem jelentős szakmai háttérrel, tudással és jártassággal rendelkezik azt illetően. Így esett a választásom Dr. Vass Vilmos korábbi professzoromra, aki végig figyelemmel kísérte, és segítette a munkámat. A Professor Úrral történő kollaboráció zökkenőmentes, valamint végkifejletben meglepően sikeres volt, megkoronázva a szakdolgozatomat egy a TDK konferencián elért második helyezéssel. Véleményem szerint, ez nagy részben annak köszönhető, hogy a konzulensemnel nagyon hasonló az elképzelésünk az alábbi cikkben is kifejtett témával kapcsolatban.

A közeljövőben szeretnék a végzettségemnek és a képzettségemnek megfelelő munkalehetőség mellett gyakorlati tapasztalatokat szerezni. A szakmai fejlődésem érdekében, terveim között szerepel a mesterképzés elvégzése is.

Magyar Beáta

MAGYAR BEÁTA

A KREATIVITÁS MINT A SIKER KULCSA

A kreativitásnak számos különféle értelmezését ismerjük. Ez egy olyan képesség, ami nem véletlenül áll a rendelkezésünkre és maximálisan ki kell használnunk. Egy ellentmondásos, sikerorientált világban élünk, ahol egyre nehezebb és bonyolultabb út vezet a céljaink eléréséhez. A piacok telítettek, az életünk napról napra változik, és fejlődik. Annak érdekében, hogy felvegyük a versenyt mind a karrierünkben, mind a magánéletünkben ezzel a rohanó világgal, fejlesztenünk, illetve kamatoztatnunk kell az alkotói képességünket. Fontos, hogy kreativitásunk segítségével törekedjünk arra, hogy olyasvalamit hozzunk létre vagy újítsunk meg, ami értéket hordoz magában, amennyiben hosszantartó sikert szeretnénk elérni. A kreativitás korát éljük, így létfontosságúnak tartom azt, hogy megtanuljuk a kreativitást úgy értelmezni, mint egy kulcsfontosságú eszközt sikereink eléréséhez. Ehhez motiválnunk kell önmagunkat a kreatív gondolkodásmód gyakorlására. Ezek hatással lesznek a tetteinkre és a munkánkra, segítve minket afelé, hogy egyedi és versenyképes teljesítményt tudjunk nyújtani az élet minden területén.

CREATIVITY AS THE KEY TO SUCCESS

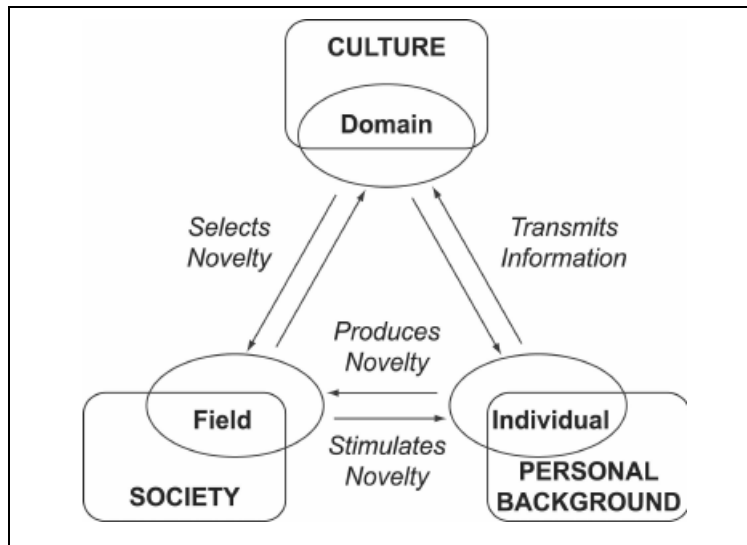
Creativity has many different interpretations. It is a commonly shared ability that people cannot have in vain thus, we must take advantage of it. We live in a controversial, success-oriented world where it is becoming more and more difficult to achieve the goals. We have set up for ourselves and to experience the flavour of genuine success. The markets are full, our life is changing and developing day by day. We have to be able to put something new out there that people haven't seen or tried before in order to become successful and fulfil our expectations both career-wise and in our private life. One of the most important factors of doing so is creating or innovating something that holds value in order for us to achieve permanent success. As we live in the age of creativity, we find it essential for us to learn to interpret creativity as the key to success. In order to do so we have to motivate ourselves to the practice of creative thinking. These will affect our actions and work leading us towards being able to provide a unique and competitive performance considering every field of life.

Context

Defining the term of creativity is definitely not an easy task. According to Robert J. Sternberg and Todd I. Lubart in the *Handbook of Creativity*, "Creativity is the ability to produce work that is both novel (i. e., original, unexpected) and appropriate (i. e., useful, adaptive, concerning task constraints)" (Sternberg-Lubart, 1999). In the same book, Csíkszentmihályi Mihály mentions a more complex definition that shows the "systems view of creativity": "For creativity to occur a set of rules and practices must be transmitted from the domain to the individual. The individual must then produce a novel variation in the content of the domain. The variation then must be selected by

the field for inclusion in the domain." (Csíkszentmihályi, 1999) – He explains. This model can be seen on the illustration below.

1. FIGURE: CSÍKSZENTMIHÁLYI MIHÁLY – "SYSTEMS VIEW OF CREATIVITY" MODEL



Csíkszentmihályi Mihály states that, *"Creativity occurs when a person makes a change in a domain, a change that will be transmitted through time. Some individuals are more likely to make such changes, either because of personal qualities or because they have the good fortune to be well positioned with respect to the domain – they have better access to it, or their social circumstances allow them free time to experiment."* (Csíkszentmihályi, 1999)

"Creative ideas are the raw material necessary for innovation, and a strong competitive advantage is conferred upon organizations that are adept at eliciting creativity from their employees" (Kanter, 1988). – as stated by Pino G. Audia and Jack A. Goncalo in their work called *Past Success and Creativity over Time: A Study of Inventors in the Hard Disk Drive Industry*. (Audia–Goncalo, (2006) A This is innovative creativity. The improvement or innovation of already existing ideas and creations is just as precious and important as the actual creation of the above-mentioned things. Someshwar Rao, Ashfaq Ahmad, William Horsman and Phaedra Kaptein-Russell expressed the following thoughts about innovation in their piece of work *The Importance of Innovation for Productivity*: *"In fact, innovation is often thought of as the 'engine of growth' because of its lasting long-run effects on productivity."* They defined it as the *"continuous process of discovery, learning and application of new technologies and techniques from many sources"* (Rao et al., 2001) There are millions of very useful products and services we use on an everyday basis and cannot imagine our lives without. These products were all developed to fit us and our lifestyles perfectly through number of innovations they had gone through.

Now let us examine creativity as the ability to produce new ideas that have not existed before. Our mission in life is to create something new, something big and meaningful with the ability to make a change. These are big words of course, but if we think about it, there is truth in them. Usually every person has a goal or multiple goals in life. What's more, we believe every person has something we call our "dream" in life. This "dream" is the one of our goals that we consider the biggest, the most difficult to achieve and the one we secretly desire the most. What we need to achieve this goal called "dream" is usually a creation of something original of our own.

However, we like putting barriers in front of ourselves and most of the times we are also afraid what others may think of us in the case we say that this "dream" of ours is actually a real goal we

are going to try to achieve. The problem is that because of this fear a lot of people don't even try. That is why many people are at a very wrong place in life. People tend to choose options that are more comfortable when it comes to reaching a larger career goal, as they are afraid of failure. They are definitely not so passionate about doing that chosen job thus they cannot really be the best in it and tend to get to hate it after a time. Unfortunately, we can see many people doing everyday routines at their workplaces, not enjoying it at all thus not producing or adding anything of value to the world. After a time this will not be enough, especially considering more developed countries.

There is a big competition now for certain positions at the job market and being average in a given profession without any motivation is not enough anymore. At the end of his TED talk on the topic of *The Theory of Creativity* Duncan Wardle plays a game with the audience. He asks for a volunteer to go on stage and sing the song "Don't go breaking my heart" with him. Everybody freezes and you can see the people feeling the pressure. Then he says that one person of the audience has a sign under his or her chair stating "It's you" and that person has to sing with him in front of the others and the cameras. He does not allow them to check their seats for three seconds. During these three seconds, you can feel even more pressure on everyone preparing himself or herself to go out there and sing the song. After they check their seats, they realize that no one has the sign. Duncan Wardle explains that it was a game and there is no sign. "*When was the last time you felt like that at work?*" – He asks the audience. Then he continues, "*If you haven't felt like that for a while you will be unemployed in less than five years.*" He states that the competition will be even higher a few years later as artificial intelligence is developing at a very fast pace. He believes that "*when it comes to the next decade creativity and intuition...They will be our survivor skills*". This is why he encourages people to be brave, playful and creative. These are some of those qualities that make us original, different from each other and more competitive than artificial intelligence. He finishes his talk with his favourite quote by Robert Anthony saying, "*The opposite of bravery is not cowardice but conformity.*" (Wardle, 2018) Indeed, those ideas we are most afraid to say aloud might be the best ones we have ever had.

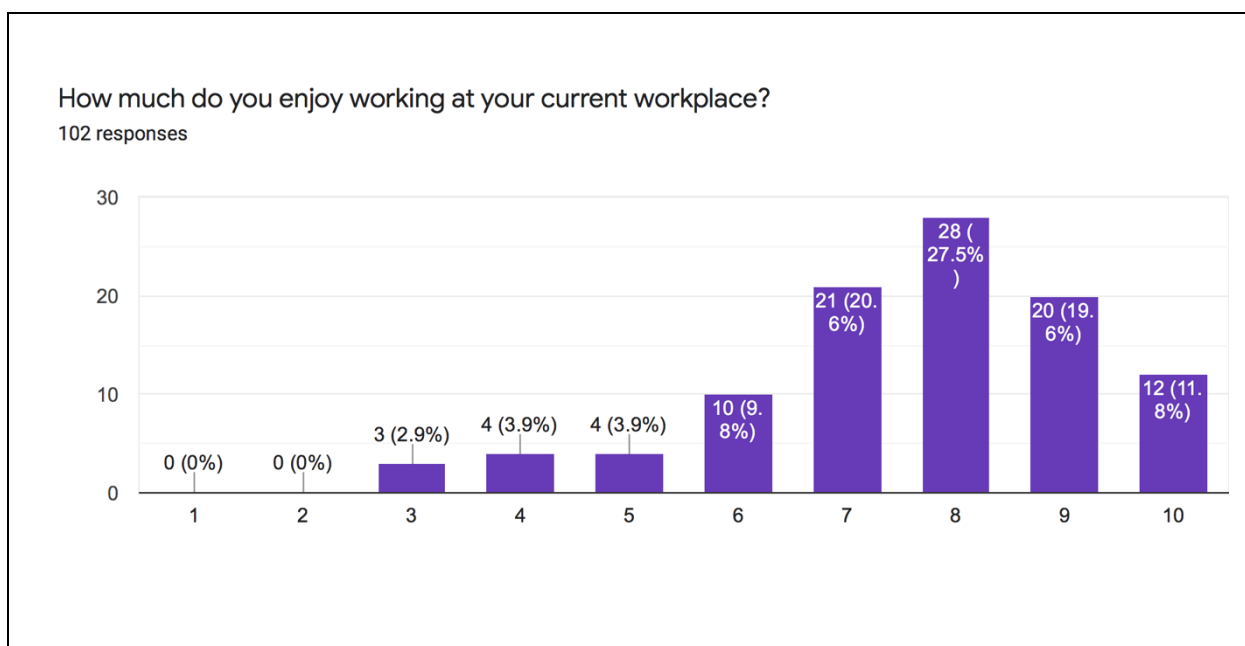
Now we can see that creativity has more than one forms and there are several ways to find them inside of us. However, it raises the question of why. Why is creativity a need or necessity in order to achieve our goals or to be competitive? Why is creativity the key to success? We have already mentioned the importance of people being in the right place, love what they do and be passionate about it. This is the only way they can bring out their very constructive, creative thinking and be good at their jobs thus adding genuine value to society. Teresa M. Amabile underlined this aspect as well giving researches and different approaches considering the topic as examples in her work *The Motivation for Creativity in Organizations* for Harvard Business School. She mentions the following, "*The hallmark of outstanding creative achievement is a passionate motivation to create. In a biographical study of seven 20th century geniuses (Freud, Einstein, Picasso, Stravinsky, Eliot, Graham and Gandhi), Howard Gardner (1993) discovered that all were driven by an intense involvement in their work. A 1926 study of 301 geniuses found that intelligence alone did not assure distinction; it had to be accompanied by a "tenacity of purpose" (Cox, 1926).*" (Amabile, 1996) These researches were made with not everyday people; however, they have the same relevance considering every person. The evidence for this is the "personality approach" Teresa M. Amabile describes the following way, "*The personality approach stems from a large literature examining the personal characteristics of highly creative persons. These researchers presume that a unique combination of personality characteristics enables highly creative individuals to stay so intensely involved in their work (e. g., Barron, 1988; MacKinnon, 1962).*" Meaning that if we manage to trigger our creative sides, we can be successful at our work indeed, but only if we are truly fond of that given job we do for a living.

If we use our creative mindsets either to create something new or to innovate something that has already been created by adding value to the process, we can achieve success. Indulging in success makes us want to create repeatedly in order to achieve better and bigger goals of our lives. That is how the process starts all over again.

Research

In order to justify the theories that we have mentioned above, we chose to do a quantitative research. The main aim of our research is discovering what different people think of the importance of creativity and valuable work through the challenges of one’s profession in the achievement of success. Overall, we have one hundred and two people who filled out my survey and we have managed to cover six different age groups.

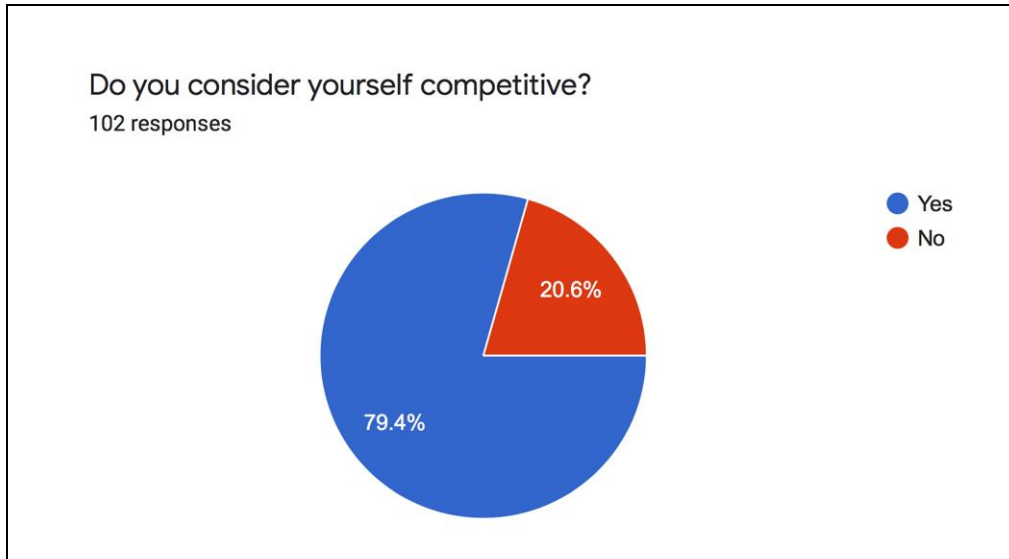
2. FIGURE: OWN RESULTS – HOW MUCH THE RESPONDERS ENJOY WORKING AT THEIR WORK-PLACES



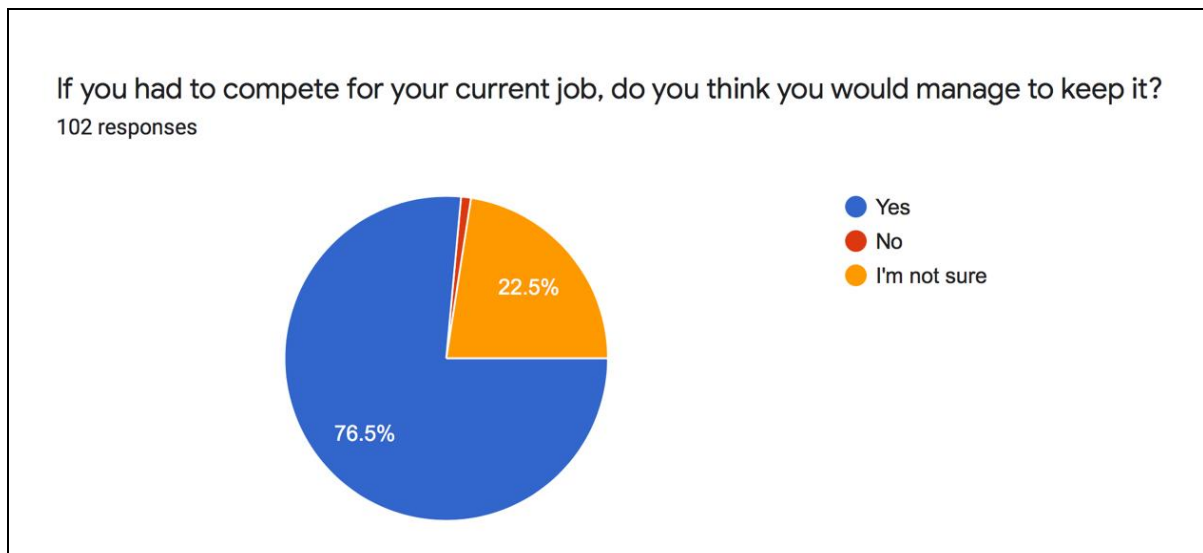
On the diagram above you can see precisely and numerically what options people chose - and what the percentage is for those options – to the question of how much they enjoyed working at their workplaces. Only 11.8% of the people felt that they enjoyed their jobs at a maximum level when filling out this survey. However, the number is higher for those who clicked on option 9 or 8. In our opinion, this is still a very good result. What is a little bit worrying is that there were people who chose option 6 and even below that. This shows that twenty-one of one hundred and two people did not really feel excited or passionate about their professions or did not even like what they were doing. Besides, as we have mentioned and underlined it before with academic examples, the possibility of conducting a successful career in a profession we do not really like or are interested in is not very high. Usually, these are the people, who think they are not creative at all and they lost this basic human ability while growing up. When asking these twenty-one people about how much creativity they thought their job required, on the same scale of 1 to 10, ten of them chose options similarly below 6 besides two of them answered they did not feel they were creative at all. We believe this pattern could be changed, if people were not discouraged by society in going for jobs, they actually would feel happy doing.

Another interesting result is that eight of these twenty-one people who basically answered they were not especially fond of their profession said that they were not sure whether they would be able to keep their job, if they'd had to compete for it even if some of them thought they were competitive. However, not only these people were unsure considering the questions of competitiveness. The two diagrams below show what people believe about themselves, if it comes to being competitive, motivated and talented enough to keep their jobs.

3. FIGURE: OWN RESULTS - COMPETITIVENESS



4. FIGURE: OWN RESULTS - COMPETITIVENESS



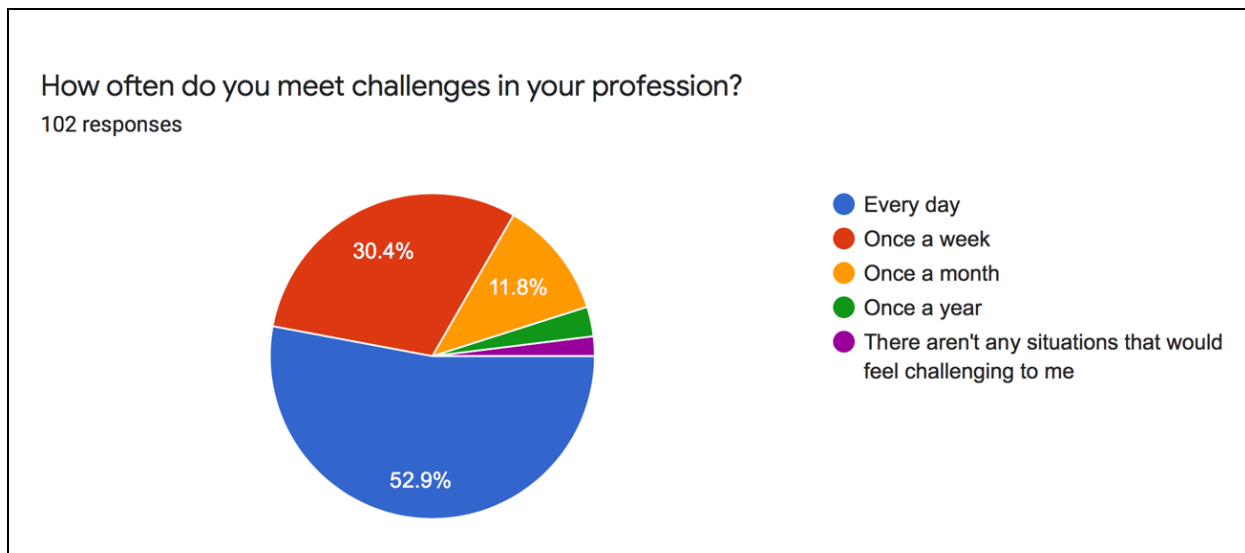
Let us analyse the first diagram. The question itself and the options are simple. However, the proportion of answers is a little diverse. 79.4% of one hundred and two people considered themselves competitive; while 20.6% thought they did not own this human feature or simply did not feel competitive in their current professions. Both of these scenarios are possible. The interesting fact is that the number of people behind the percentage of 20.6 is exactly twenty-one again. Just like in the situation of how much, they enjoyed working in their professions. This raises the question whether these twenty-one people are the same we wrote about in connection to the former question. The truth is that merely five people match of these responders. This

means that there are those who do not necessarily like their jobs, but still consider themselves competitive in life. There are some people, who feel good in their professions, but do not find themselves competitive. However, if we look at the overall result of this question, we can say it is a positive one with eighty-one of one hundred and two people answering they considered themselves competitive.

In the second diagram, we have three types of results available. The result of this question seems positive at first sight too. However, there is an interesting issue hidden in the details. Even though “only” twenty-one people answered they did not think they were competitive the number of those who were not sure or did not believe they would have been able to keep their jobs in the case they had had to compete for it is twenty-four. Normally this would mean that there were three people who answered “Yes” meaning, they were competitive to the first question, but still were not sure about being able to keep their jobs in the second one. However, the situation is a little more complex. The reality is that twelve people who chose option “Yes” at the first question answered with the option “I’m not sure” to the second one. This also means that nine people answering with “No” to the first question believed they would have been able to stay in their professions in the case of a competition in spite of the fact that they did not consider themselves competitive.

In order to improve competitiveness, we have to face challenges. This is true both for one’s personal life and career as well. As Duncan Wardle says in his TED Talk (Wardle, 2018) we have mentioned earlier, if we do not feel challenged or moved out of our comfort zones at our workplaces, there is a big chance that we will get unemployed in the future. These kinds of situations are necessary, if we wish to trigger our creative mindsets and add value to our work. The next diagram will show how often people think they meet challenges in their professions.

5. FIGURE: OWN RESULTS – CHALLENGES

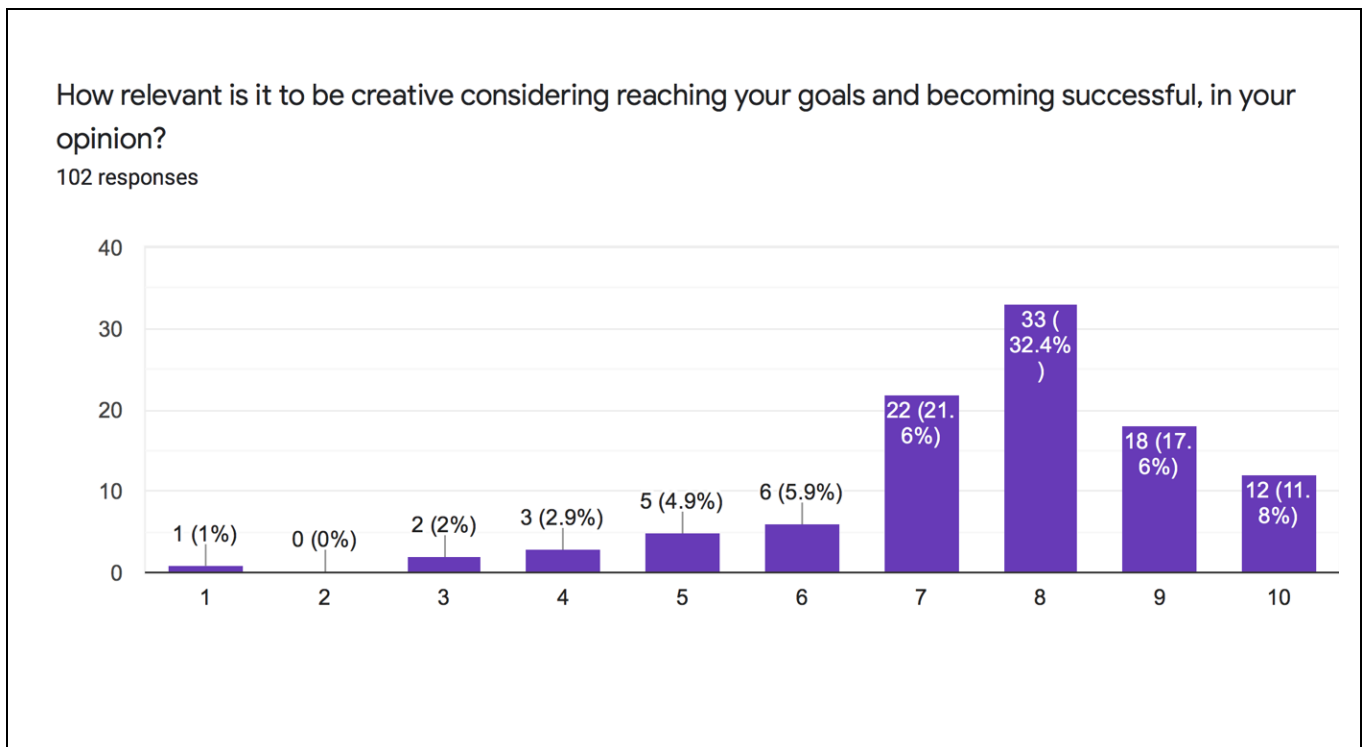


We got very diverse responses to this question as well. Fifty-four people of one hundred and two stated they met challenges in their professions every day. That is exactly 52.9% as seen on the diagram too. 30.4% meaning thirty-one people of one hundred and two told they were challenged once a week as an average at their workplaces. The ideal situation would be meeting challenging situations every day, however, once a week is also a positive result according to my opinion. Seventy of eighty-five people who answered “Every day” or “Once a week” to this question chose options to the question of enjoying their job on a scale of 1 to 10 from 7 to 10. This

means that being challenged gives a flavour of excitement too to a job and keeps the motivation, attention and creative performance of the worker on a high level. In addition, sixty-nine of these eighty-five responders said they would have been able to keep their jobs, if they had had to compete for it. This illustrates the relations between meeting challenges at least on a weekly basis and becoming competitive enough to be able to keep the job we are good at and enjoy doing. Facing new, even problematic situations help us acquire the ability to adapt to changes in our professions or in the world as a whole and develop up-to-date, competitive knowledge and practical skills in the field we work in. This makes us able to innovate not just things and ideas, but our own selves as well and prevents us from becoming too comfortable or even bored in a certain profession.

As moving closer to the end of the survey, we raised perhaps the key question of my topic. The question was the following: "How relevant is it to be creative considering reaching your goals and becoming successful, in your opinion?". People filling out the survey had to answer on an already familiar scale of 1 to 10 to this question. The result that can be seen on the diagram below is rather divisive.

6. FIGURE: OWN RESULTS - CREATIVITY AND SUCCESS



Except for one single option almost all of them got chosen by the responders. If we divide the responders into two groups - one represents those people who chose option 6 and below while the other includes those who chose 7 and above - we can see that the number of the responders who thought that being creative had a relevancy considering reaching their goals and becoming successful is significantly higher. This result also helps to underline the aspect and theory of creativity being the key to success.

The sum of those responders, who did not find creativity that important in the achievement of success, is seventeen. Meanwhile, the number of those people who believed it to be the other way around is eighty-five. According to the facts, ten of the above-mentioned seventeen people who did not find creativity relevant in fulfilling their goals, expectations in life and becoming

successful actually did not think or were not sure whether they were successful at all considering a previous question. This might mean that almost 59% of these responders did not even know what it was like to be successful or had not managed to reach the aims they had set for themselves in life. Considering the other group of people who stated that creativity had an importance and relevancy in achieving success fifty-nine of eighty-five people, meaning almost 70% of them, responded to a previous question that they were successful. From my point of view, it is a very positive experience to see that the majority of people who share my idea in this matter about the connection of creativity and success consider themselves successful. This result is quite fascinating, if we look at it from a reversed viewpoint too. At the above-mentioned previous question, sixty-six people answered they considered themselves successful. This means that fifty-nine of those sixty-six already successful responders believed that creativity was needed to become successful. This is a big percentage of the given group of responders, nearly 90%. This also gives a solid validation to our topic.

Getting back to the current question, seven of the first group of seventeen responders described above stated they were not creative at all. This explains why they chose such low answers considering the importance of creativity in achieving their goals. Of course, this also means that ten of them thought they were creative still did not find creativity major and relevant. Nevertheless, eleven of them selected similarly low options, exactly from 6 to 1 to the question of how much creativity their job required. The fact that these people felt that they did not need to use any creative skills profession-wise might have caused them to think that creativity itself was not really an important factor considering the success in one's career. Comparably did another group of eleven people, within the larger group of the seventeen responders, answer that they did not work in a profession they had always wanted to work in. Our guess is that in the case they had worked in the profession they had always imagined for themselves, they would have been able to utilize more of their creative capabilities in their jobs thus leading them to successes in their careers. A not so surprising piece of information about these seventeen people is that ten of them responded they used their creative mindsets in their personal lives more than career-wise and another two of them stated they did not think creatively neither in the field of their careers nor in their personal lives. Merely five of them selected the choice "Career" to this question.

Now let us analyse the second group of responders, those eighty-five people who found creativity relevant and important in the case of achieving success considering any territory of life. More than a half of them, exactly forty-eight people, claimed that their current profession was the one they had always wanted to do for a living. This is a rare, but somehow beautiful achievement. We believe that the job we imagine for ourselves when we are younger may actually be the one that fit our talents the most and makes us happy and successful in several cases.

The average result of these eighty-five people considering the question of how much they enjoyed working at their current workplaces is 7.67, which is a good result, if we look at the given scale of 1 to 10. This average is even higher in the case of the forty-eight people who answered they did the job they had always imagined for themselves. As an earlier question about being creative shows, seventy-nine of these eighty-five responders who answered that creativity was needed and had a relatively big importance in becoming successful thought about themselves as creative people. Besides, sixty-three of them clicked on options at another former question that indicated that they were expected to use a high level of creative thinking and producing ideas in their professions. Almost 82% of them considered themselves as competitive people and nearly 78% of them were sure that they would have been able to keep their jobs and positions in the situation of a competition. Another piece of information shows, that those people who use creativity and creative thinking to reach their goals and success do not easily let other people de-

prive them what they have worked for and achieved in life is that none of them answered that they would not have been able to keep their jobs in the case of a competition. Besides those sixty-six responders, who were positively sure about keeping their jobs only nineteen of eighty-five proved to be uncertain about this by choosing option "I'm not sure", but not the option of "No".

The average of the responses to this question about how relevant people think being creative is considering reaching their goals and becoming successful is 7.65 having most of the responders choosing option 8 on a scale of 1 to 10. This also shows that the majority of the one hundred and two people who filled out this survey did find creativity one of the key factors of success.

Conclusion

We believe creativity exists in all of us to a certain level. Some people might deny the importance of it, however, when it comes to solving issues, facing challenges either in one's personal life or in one's career people do use their skills to create fitting solutions. The relevance of creativity considering becoming successful can be viewed as a debated issue, but this research serves to prove that creativity is essential in achieving both private and career goals. Producing new and innovative ideas bears key importance in proving that we are competent and stand out from the crowd thus improving ourselves and getting closer to the desired success, in my opinion. We think that everyone wishes to be successful in something. That is why it is extremely important for us to choose a profession that suits our expectations, abilities, talents, one that we love to do and are passionate about. These are those professions we can truly evolve, flourish in by creating and innovating. The creation of a meaningful piece of work that holds value is also a key factor of success, according to my point of view. We firmly believe that genuine and long-lasting success can only be reached, if we add value to the process of creating and innovating. The meaning and relevance of value can differ from person to person, from situation to situation. We have to know and define for ourselves what we find meaningful and valuable then execute our works and actions according to those measures. This way we can create ideas that innovate, improve and make positive changes in the world and in our own life as well. This leads us to being successful. Success is also a very subjective term. What counts as a successful achievement is usually based on one's measure of values. We find it extremely important for a person to set up purposes and goals for him- or herself in life. Luckily, most humans operate on this basis. The achievement of these goals is what makes us successful. However, this can take time, courage and loads of energy. This is another reason why it is important for us to be on the right track and enjoy the accomplishment of the journey that leads us to becoming successful. We have to be brave enough to choose a path that we are passionate about. We also have to be courageous enough to be open to creativity. Thinking and acting creatively can involve making mistakes just like any other act that we do. However, mistakes are present in our lives in order to help us learn and discover the need for innovation. The situation is the same with problems as well that might often arise from the mistakes themselves. If one views these problems as challenges that need to be solved creatively, even if the given person does not truly enjoy these challenges, he or she will be able to find a solution sooner than those people who simply focus on the problem and keep on worrying about it. Facing challenges always helps us develop a competence in the given area. Being competent also includes being able to improve, adapt to changes quickly and innovate our abilities and ourselves too. It is also one of the key factors of becoming successful.

Creativity has several different faces. It entails different definitions, different interpretations and beliefs about itself. All of them may be considered valid and true for various reasons. One of these interpretations is seeing and understanding creativity as the key to success. Interpreting it

as an ability, a skill or a method that exists in us for numerous reasons and one of those reasons is to help us stand a chance in this competing and quickly innovating world. Creativity has been serving this role since the beginning of time. This is how the societies has been able to develop to the way nowadays. However, these changes and developments continue taking place. They are happening faster and faster bringing up more and more challenging situations. In order to make sure that the world together with our lives is changing into a direction that is positive for most people, we have to be in the right place in our both professions and personal lives. Otherwise, all systems of values might be turned upside-down or even destroyed. We should not let society suppress our creative and innovate sides. These exist in us for a reason. We should not let society tell us what job is fitting for us. We have the ability of making decisions on our own for a reason as well. If we do not use these skills of ours mentioned above, we will not only harm our own lives, but others' too together with the social order itself. Every person has his or her mission and goals that he or she should pursue in order to achieve genuine success and contribute with value to his or her life, society and the world itself. This is where the circular process appears. If we reach our goals by creating or innovating something that holds and adds value to the world, we achieve not only our aims, but success as well. If we really pursue our desired goals that we have set up for ourselves, we will not merely enjoy the success itself, but the journey of creating that leads us to success that is why the circular process will start all over again. We have to be recipient to the concept of this process and interpreting creativity as the key to success more than ever now as we do live in the age of creativity.

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