



CREATIVE THINKING: AS A CHARACTERISTIC ELEMENT OF ECONOMIC LIFE

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Annotation. The article details the importance of creative thinking for economists, the possibilities for developing creative qualities, and the characteristics of a creatively thinking person. In the modern economy, creativity and creative abilities of an individual are important competencies necessary for the successful professional activity of a specialist, one of these skills is a creative approach to management.

Keywords: creativity, creativity, individual, professional, motivational, intellectual, innovative.

The guarantee of a person's successful creative activity is the selection of the necessary information. Needs are the main factors driving the generation of creative ideas and hypotheses. The quality of this need, armed with knowledge and skills, is determined by the content of these assumptions. Intuition, not controlled by consciousness, is always dependent on need.

Without the need to express knowledge, it is difficult for a person to aim for productive creative activity. Only when this relevant need is satisfied can his intuition generate ideas and hypotheses.

Analysis of literature on the topic. The scientific works of J. Gilford, A. Maslau and other scientists are devoted to the participation of the person in creative activity. At the end of the 80s of the 20th century, Ya. N. Ponomaryov proposed a better concept of the creative process in the psychology of our country. The author proposed to classify the phases of a person's creative process as follows:

1st phase (conscious work) - preparation - a separate state of activity is the basis for an intuitive flash of a new idea;

2nd phase (subconscious mind) - creation - unconscious work on the problem, incubation of the guiding idea;

Phase 3 (transition of the unconscious to consciousness) - creative awakening - as a result of unconscious work, a solution comes to the field of consciousness in the form of an idea, first a hypothesis, an idea;

Phase 4 (creative work) – development of the idea, its final formalization and verification.

Describing the essence of creative activity, A.V.Petrovsky and M.T. Yarashevsky focuses on his psychological symptoms. It is the development of mental moral qualities, aesthetic feelings, intellectual abilities and acquisition of knowledge in the creative process of students. From the point of view of psychology, the creative process itself is the methods, forms and means of creative development. M. Makhmutov emphasized creative activity as follows: "Creative activity is a heuristic activity, the essence of which is to quickly understand the problem, to realize the essence of the main idea, the concept, to suddenly find a method of action.

Such activity is characterized by high enthusiasm, great interest of the subject in the object. The study and analysis of works on the issues of the mechanism of creativity made it possible to conclude about the deep interest of modern scientists in the problem of the activation of creative activity of an individual. We agree with the opinion of the authors that the creative process is goal-oriented, hard and intense work. It requires a person's high work capacity and active thinking.

20 years of research in developed countries have shown that creative enterprises create twice as many jobs

as traditional ones. Despite automated jobs, when robots replace people, creative industries need people. It turns out that this is a very stable business. The current climate of globalization is changing the way we work and live, whether we like it or not. First, we are increasingly faced with complex problems that affect the entire world, whether it is globalization, pollution, financial crises, or new epidemics. We need positive thinking and creative ideas to coordinate efforts to solve these problems.

On a personal level, globalization brings about an ever-accelerating pace of life. We have a lot of information, but what we learn today can easily become obsolete tomorrow. Although rapid change also brings new opportunities, we now have to compete with talented people from around the world. To succeed in this environment, we need creative thinking skills that help us make confident decisions and acquire new knowledge quickly. [1].

Creativity (lat., ing. "create" - creation, "creative" - creator) is the creative ability of an individual that describes the readiness to produce new ideas and is part of talent as an independent factor [2]. Strictly speaking, the source of success and, most importantly, personal satisfaction today is not money or technology, but new ideas. Creative economy gives new life to production, service, trade and entertainment industries. It will change the environment in which people want to live, work and study, as well as the environment in which they think, invent and create.

The emergence of creativity as a defining element of economic life forms the basis of the process of continuous changes. Creativity has received its due recognition as it is increasingly recognized as the source of new technologies, new industries, new wealth and other economic advantages. For the same reason, systems aimed at encouraging creativity and using it have appeared. It is the desire for creativity in various forms that forms the deep spirit of modernity. The important features of creative work are that this work also requires internal motivation, knowledge and experience of a person and has a modern character. Currently, the following basic conditions for creative problem solving are distinguished: knowledge, experience, ability to think creatively, personal motivation [3].

According to economist Paul Romer, the greatest gains in living standards (not to mention the most important competitive advantages in the marketplace) can only be achieved by "improving recipes, not increasing portions." Second, creativity is not limited to technological innovations or new business models, but is multifaceted and complex. It is impossible to keep it in a box and show it to the public only after coming to the office[4].

The creative process is not only individual, but also social in nature, which creates the need for certain forms of its organization. However, some aspects of organization stifle creativity and often do. The first half of the 20th century, often called the organizational era, was characterized by the dominance of large, highly specialized bureaucratic structures. As early as the 1940s, economist Joseph Schumpeter drew attention to the negative impact of large organizations on creativity. Creativity refers to the ability to generalize [5].

Economic historian Joel Mokir writes: "Economists and historians recognize that there is a profound difference between the economic man (*homo economicus*) and the creator (*homo creativus*). The first uses what nature has given him to the maximum degree. And the second is protesting against what nature dictates to him. Technological creativity, like creativity in general, is an act of defiance" [6].

As stimulating and moving as the creative process can be at times, it's also hard work. Thomas Edison (a model of technical creativity) and George Bernard Shaw (a model of cultural creativity) said that genius is 90 percent perspiration and 10 percent inspiration. Journalist Red Smith said about the demands of his profession: "Writing is easy. You just have to sit down in front of the typewriter and open your wrist." An inventor, a playwright and a sports presenter agree: Creative ethics are based on discipline, focus and hard work [7].

Creativity requires self-confidence and the ability to take risks. In her book, *The Creative Mind*, Margaret Bowden says that creativity involves a combination of passion and self-confidence. "In order to come up with new ideas and make mistakes despite criticism, a person must have developed a sense of self-worth," he wrote. - Violation of generally accepted rules, going beyond them requires self-confidence. You need more confidence to do it again and again against the opinions and insults of the naysayers. According to Margaret Bowden, "You need to spend a lot of time and effort developing the necessary mental mechanisms and exploring their potential. It's not always easy (it wasn't easy for Beethoven either). But

even if it comes easily, there are other highlights in life. Only dedication to one's work (music, mathematics, medicine) prevents a person from spending his energy on something else [8].

According to Ken Robinson, "creativity is a set of original ideas that have their own value." And Gardner explains the concept in his research: "creativity is a practical action performed by a person, which should reflect a certain novelty and have a certain practical value" [9].

Studying heuristic techniques and methods of activating creative thinking brings success closer, as well as develops a person's creativity. Mastering the methods of creative management, the theory of creativity, the search for new technical solutions and methods will help to understand the social importance of creativity, its social necessity, and to reveal their creative potential more fully. Therefore, it is important to form the collective consciousness of the team.

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