

## Creativity and innovation in the service sector

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Creativity and innovation are two concepts that until nowadays we don't fully understand. It has been agreed as general definitions that the former is related to the production of ideas and the latter concerns the implementation of ideas. However, experts still struggle to give a rational explanation of both processes. Therefore, it has been observed that technological advances as well as market changes foster the implementation of innovative ideas and shows us the urgency of finding ways to apply the theoretical concepts in the industry.

Nowadays it is recognised that creativity and innovation are multidisciplinary processes. Meaning that creativity doesn't happen only due to personal features but also by interacting with other people and contexts. Our imagination is stimulated by our environment and our actions. This highlights the value of networking and learning background in the creation of new ideas.

In addition of that, it is from the utmost importance to put innovation and creative at the heart of organisation by building your work processes on the following four principles:

### 1. Defining jobs

This first rule refers to being able to recognise which are the obstacles and how to solve them, rather than applying standard solutions. For this collaborating with other experts and staying mindful of the system of the task in preference to focusing on a single aspect of it.

### 2. Grouping jobs into work units

Secondly, work should be grouped in order to make profit in a specific market (business unit).

### 3. Integrating the differentiated units

In order to complement the previous rule, task should be approached by several people who understand the problematic in similar ways. This leads the group to more reactivity in case of unexpected issues.

### 4. Controlling the whole system over time

Finally, controls have to be set with regard to maintain the development of innovations. Hence, workers should feel responsible for the larger goal rather than only for their parts and also make knowledge as accessible as possible to other colleagues.

As a conclusion, this paper explains the challenges that companies face while trying to boost their creativity and become more innovative. It summarizes the different actual theories and try to build a model that entrepreneurs of the service industry could follow.

## References

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