

# THE IDEAS OF CURRENT MANAGEMENT

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**Abstract:** Under conditions of uncertainty, unpredictability, non-standard, emergency, and crisis situations, today's information and innovation economy systematically confronts fundamentally new issues and difficulties in the hunt for fresh, unique means to solve them.

**Keywords:** current management, economic, endeavors, general

## 1. Introduction

In regard to the management of economic operations, the term "management" has several diverse connotations. In other contexts, management is referred to by different words. For instance, in English-speaking nations, the phrases "government administration" or "public administration" are used to describe management in the public and state realms; the term "control" is used to describe management in the non-living world.

The word "management" is frequently used in the meaning of "management" in domestic literature. However, as several scholars have noted, the term "management" is considerably more expansive than the notion of "management". In a broad sense, management refers to the purposeful effort of organizing teamwork to accomplish predetermined objectives. The term "management" is used to describe a wide range of human endeavors and realms, including governing bodies, divisions within public and governmental institutions, businesses, etc.

Creative management is based on creative thinking. This is the type of thinking that should be characteristic of creative managers.

Creativity usually refers to the creative intellectual capacity manifested:

- Firstly, in the rejection of regulated and stereotyped ways of solving problems;

- Secondly, in the ability to bring something fundamentally new to the table that goes beyond known solutions;
- Thirdly, in the ability to generate original and unique ideas in both known and unknown situations.

## **2. New ideals and concepts are produced by creative endeavors.**

In a broad sense, creative thinking is understood as thinking that results in innovations and discoveries, fundamentally new solutions to problematic situations.

In the field of economics, creativity is generally understood as an activity aimed at the creation of fundamentally new benefits.

The capacity to produce distinctive, non-standard management solutions and to look for non-conventional, new ideas are both examples of creative thinking in management. Through his convergent, divergent, and lateral thinking skills, a person's creative potential to develop original, non-standard various ideas, including in management, is realized.

The traits that represent the outcomes of the search for a single, proper answer (normative solution) in line with the provided criteria of a certain circumstance are manifestations of convergent talents. The success and effectiveness of convergent processes in normative in the regulations of the activity carried out are indicators that are characterized by the speed and correctness of the solution reached.

Divergent ability, often referred to as creative ability by certain writers, is the capacity to produce a wide range of unorthodox, original, and distinctive ideas in an unstructured context.

Divergent thinking, which is also known as creative thinking, is the capacity to identify many viable solutions to a given issue, circumstance, activity, or thing.

When compared to conventional thinking, lateral thinking is a shifted, redirected form of thought.

The main difference between creative thinking and logical thinking is that logic plays a supporting role in creative thinking, whereas in logical thinking it has the leading role because it governs the mind. While not central to the creative process, it is nevertheless necessary to ensure that new ideas are properly sought, selected, adapted and analysed.

- Creativity is characterised by the following key attributes: originality, which refers to the ability to produce individual associations; flexibility, which is divided into three types:

- a) Semantic flexibility, or the capacity to recognize the essential characteristics of an object and suggest novel uses for it;
- b) imaginative adaptive flexibility, or the capacity to alter the forms of stimuli in order to perceive them as fundamentally new (different) opportunities for realization;
- c) semantic spontaneous flexibility, or the capacity to generate a range of concepts in uncontrolled circumstances;

- the ability to come up with as many ideas as possible to solve a problem;
- The level of unusualness, originality, unconventionality, uniqueness of ideas.

Numerous writers point out certain qualities of creativity, including: - fluency, or the pace at which ideas are produced per unit of time;

- originality, often known as "statistical rarity," or the capacity to come up with novel ideas and solutions;
- significance (appropriacy, adequacy, and possibility) of using the suggested solutions;
- Sensitivity, defined as a specific sensitivity to unorthodox or out-of-the-box concepts, ideas, or methods;

The goal of the project is to develop a new and more effective way of thinking; transformationality is interpreted as the degree of transformation of "source material" based on overcoming conventional constraints; metaphoricality is a manifestation of the willingness to generate and perceive fantastic ideas and solutions, to apply a variety of symbols, and to associate different objects, processes.

The main distinction of creativity is a person's ability to discover new ways and ways of solving problem tasks [Rogers, 1955 p. 267-278], ability to reject stereotypes in ways of thinking [Guilford, 1950, p. 444-454], ability to extract ideas from subconscious. That is, the feature of non-standard thinking, the ability to look at known truths in a new way comes to the forefront of the "creativity" characteristic [Khryashcheva, 2002, p.234 – 245].

People working in various industries, sectors, and societal sections all exhibit creativity to varying degrees. Workers in the arts, sciences, politics, innovation, and entrepreneurship are among those who exhibit creativity, which is the capacity to produce something novel. Managerial creativity is one type of creativity.

Along with the study of creativity, another notion known as "managerial creativity" is frequently utilized in the context of the study of creative management.

The foundation of managerial creativity is the manager's capacity for original thought, which is understood as the capacity to develop cutting-edge concepts, information, tools,

methods, and mechanisms that improve the effectiveness of the socioeconomic development of the organization through various types of thought processes.

### **3. The concept, purpose and objectives of creative management**

The use of creative management is one of the key components in overcoming the present chaos that frequently rules managerial activity. It is now becoming a tool in the system for the successful management of the social and economic growth of businesses, organizations, and firms.

The technique of managing an organization's creative (creative) potential for efficient development is known as creative management. The constant need to develop and implement non-standard management solutions in a setting of accelerated change brought on by generations of innovation, unpredictability, uncertainty, emergencies, and crisis situations determines the relevance of the introduction of creative management into the management system of organizations.

The objective prerequisites for the emergence of creative management are

- First, there are ongoing, unsolvable issues in a number of commercial sectors;
- Second, fundamentally fresh issues brought on by businesses' erratic, chaotic internal and external environments;
- Thirdly, in the current business climate, companies with managers that have the ability to think creatively, act creatively, and develop and successfully implement novel and original ideas tend to be the ones who stand out;
- Fourthly, rivals quickly copy creative benefits. In order to sustain its competitive edge, a company must continually enhance and generate fresh, innovative goods and efficient management techniques;
- Fifthly, ongoing societal change, as well as frequent crises and catastrophes, need the search for novel solutions, supporting efficient business growth strategies;
- Sixth, the absence of sufficient or established structures, tools, and methods for adopting and putting management choices into practice, as well as a variety of other situations [Vanyurikhin, 2007, p. 128 ].

The purpose of creative management is to enhance the process of generating innovative ideas and to develop previously unknown, original managerial solutions:

- original enterprise development strategies;
- of original and innovative product concepts;

- non-standard operational management decisions under conditions of uncertainty, emergency and crisis situations;
- original managerial innovations;
- creative staff training programmes, etc.

The main tasks and areas of creative management are presented in Figure 1.

- Finding and defending various alternatives to problem-solving strategies from a variety of available options are just a few of the specific tasks of creative management as a tool for solving non-standard management problems. Comparative analysis of alternative solutions based on various evaluation criteria is another task.
- a justification for the systems, instruments, and techniques used to carry out unconventional tactics based on the full use of the managerial staff's creative capacity;
- ensuring that a system is used to attain goals and criterion-indicators of the success of different management decisions of adaptive monitoring and real-time decision-making on action adjustments.

When it's necessary to look for and put into action fundamentally new strategies for an enterprise's survival, growth, and competitiveness in the market, creative management is used as a tool for science-based management, both for strategic development and for overcoming ongoing emergencies and crises.

In terms of its substance, creative management is the management of the original managerial innovation development and implementation process. It is the process of putting out novel, unconventional ideas and then commercializing them.

Creative management, also known as organizational and managerial innovation, aims to create and apply new management practices and approaches to planning, organization, motivation, control, communication, and decision-making technologies.

Fundamentally new approaches to creative management are emerging in the context of the shift to an information technology-based mode of production and consumption as well as a creative economy, including strategic chaos management, synergetic management, extreme management, etc.

#### **4. Principles of creative management, both general and specialized**

General and specialized principles both define creative management. The objective, broad, consistent, recurrent linkages between processes, phenomena, and objectives of creative management are taken into consideration by these principles.

The fundamental tenets of creative management, which are frequently applied to general management, are as follows: (a) the integration of human interaction in the management of their productive activities; (b) the principle of hierarchical management, which states that the creative management system has its own hierarchical levels and structures; (c) the centralization and decentralization of the creative management process; and (d) the human factor principle.

(e) The principle of manageability of the organization, which states that the managed subsystem must continuously respond to and react to the impact of the managed system under non-standard and uncertain conditions; (g) The principle of the resource-availability of non-standard management decisions, which reveals the need for specific resources in order to accomplish the goals of creative management; and (h) the principle of consistency between the subject's objectives and the o

(k) the principle of interconnectedness, interdependence and appropriateness of the tools, methods and functions of creative management, etc.

In addition to the general principles, creative management is based on taking into account and using the following specific principles:

- The rational combination and application of creative and traditional methods and models in the development of non-standard management solutions and management innovations;
- The company's strategic goals, objectives and main lines of development should be taken into account when developing non-standard management decisions;
- The creative management solutions developed and implemented are expected to achieve or exceed the planned results;
- The interest of managers, management staff and professionals in developing and implementing specific creative management solutions and managerial innovations;
- Accounting for and securing the resource requirements of an enterprise (human, organisational, economic, financial, logistical, etc.) to develop and implement non-standard management decisions;
- scientific and practical support of the process of making non-standard management decisions and mastering management innovations (contacts and cooperation of the management

personnel of enterprises with consulting organisations, scientific and educational institutions, representatives of the best practices, etc.);

- a methodical approach to the explanation of unconventional management choices and management innovations to ensure their well-rounded and balanced growth alongside the company's strategic and operational development; The project's major goal is to create and put into action a systematic approach to the creation and application of management choices and management innovations in line with the unique characteristics of the circumstance.

Contradictions, conflicts, imbalances, and imbalances in the management system of the organization eventually result from failing to take into consideration the general and special principles of creative management.

## **Conclusion**

The goal of production management is to help with the efficient execution of the process of producing goods and services. It carries out specialized management tasks that include choosing the key technological process parameters, estimating the volume of current output of goods or services, swiftly eliminating technological process failures and malfunctions, loading equipment, component parts, informing users of where to use them, organizing personnel, organizing the supply of raw materials, timely equipment and machinery repairs, and quality control.

The negotiation of commercial contracts, the organization of procurement, delivery, and storage of raw materials, components, and materials, and the organization of dispatch of produced items are all performed by logistics management (management of supply and sales of completed goods).

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