

Creativity as a National System: An Exploratory Model towards Enhance Innovation Ecosystems

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Abstract : The link between knowledge-creativity-innovation-entrepreneurship is well established, and broadly emphasized the importance of national innovation systems (NIS) as an approach stresses that the flow of information and technology among people, organizations and institutions are key to its process. Understanding the linkages among the actors involved in innovation is relevant to NIS. Creativity is supposed to fuel NIS, mainly focusing on a personal, group or organizational level, leaving aside the fourth one, as a national system. It is suggested that NIS takes Creativity for granted, an ex-ante stage already solved through some mechanisms, like programs for nurturing it at elementary and secondary schools, universities, or public/organizational specific programs. Or worse, that the individual already has this competence, and that the elements of the NIS will communicate between in a way that will lead to the creation of S curves, with an impact on national systems/programs on entrepreneurship, clusters, and the economy. But creativity constantly appears at any time during NIS, being the key input. Under an initial, exploratory, focused and refined literature review, based on Csikszentmihalyi's systemic model, Amabile's componential theory, Kaufman and Beghetto's 4C model, and the OECD's (Organisation for Economic Co-operation and Development) NIS model (expanded), an NCS theoretical model is elaborated. Its suggested that its implementation could become a significant factor helping strengthen local, regional and national economies. The results also suggest that the establishment of a national creativity system (NCS), something that appears not been previously addressed, as a strategic/vital companion for a NIS, installing it not only as a national education strategy, but as its foundation, managing it and measuring its impact on NIS, entrepreneurship and the rest of the ecosystem, could make more effective public policies. Likewise, it should have a beneficial impact on the efforts of all the stakeholders involved and should help prevent some of the possible failures that NIS present.

Keywords : national creativity system, national innovation system, entrepreneurship ecosystem, systemic creativity

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