

## DEVELOP CREATIVE THINKING AND INNOVATION TO CREATE OPPORTUNITIES IN BUILDING GLOBAL ENTREPRENEURSHIP

<sup>1</sup>Uswatun Chasanah, <sup>2</sup>Sapto Hadi Imambachri

<sup>1</sup>Universiti Malaysia Terengganu, <sup>2</sup>Pamulang University  
P4798@pps.umt.edu.my; dosen00250@unpam.ac.id

### ABSTRACT

*Global entrepreneurship is a trend that continues to develop lately because one of the reasons is the presence of the internet, where everyone can search for news throughout the world, because of this, global entrepreneurship attracts many people since it provides many opportunities to develop. As for becoming entrepreneurs need three basic things, namely Opportunity, Resources and a good Team, meanwhile creativity and innovation create opportunities which is one of the three important pillars in global entrepreneurs, the second pillar is resources and the third pillar is a good team. On this research the Author wants to understand how creativity and innovation can form young entrepreneurs who are able to compete at the global level. This research was carried out using a qualitative. Method of Data collection techniques are observation and interviews to get an overview of the development of start-up companies by taking the case of PT XYZ-Jakarta, where PT XYZ with its great innovation but lack of ability to face existing challenges, resulting in the Company's failure to develop, even though the existing resources are actually quite adequate. So in conclusion to be a successful entrepreneur requires leadership from a founder who is able to balance the factors of Opportunity, Resources and a strong team*

**Keywords:** *creativity thinking, innovation, opportunity, global entrepreneurship*

### INTRODUCTION

In an ever-evolving world, where innovation is the currency of progress, fostering creative thinking has become imperative for nurturing global entrepreneurship. As the landscape of business transforms with rapid technological advancements and shifting consumer demands, the ability to generate fresh ideas and innovate has emerged as a cornerstone for seizing opportunities and driving sustainable growth.

Creative thinking transcends traditional boundaries, encompassing a mindset that seeks to challenge norms, explore new perspectives, and connect seemingly unrelated dots. It's about unleashing imagination, curiosity, and a willingness to take risks in pursuit of novel solutions. Innovation, on the other hand, is the practical application of creative ideas to address real-world problems or create value in new ways. Together, they form the dynamic duo that propels entrepreneurship forward in today's global arena.

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may become meaningless if it is not followed by actions that transform into innovations to solve problems or new ways to complete a process.

The driving forces behind the entrepreneurial process can be determining factors that make the entrepreneurial process successful, therefore there are three important variables that play significant roles in developing entrepreneurship

### **1. Opportunity**

First of all, as an entrepreneur, you must understand that a good idea is not necessarily a good opportunity, more than 80% of ideas are rejected and then 10 to 15% of ideas or business proposals are rejected by investors after reading the proposal carefully, therefore Entrepreneurs have to build their understanding of market readiness, culture and People's behavior in looking for new products. Market demand can occur due to changes in trends, the internet or a major situation such as a pandemic due to Covid where everyone really needs hand sanitizer, the sales of hand sanitizer suddenly sky rocketted therefore observing market trends and condition are the main sources of opportunity.

Creativity is also very necessary when observing the behavior of people which gives rise to opportunities which ultimately have a big role in building entrepreneurship, like when “the back to nature” slogan was incessant, where many people switched to more natural traditional medicines, this made slimming products which use natural ingredients more popular in many countries because of their safety and ease of use, at the same time because women constitute the majority of users of slimming products, and for instance by observing that in Middle Eastern countries where most women stay at home and do not do much activity compared to women in western countries, the tendency to gain weight is more possible, and as an entrepreneur has to have a creative mind to fill the gap, this is an opportunity to create products that meet the situation and conditions in the country.

Entrepreneurship thrives on innovation. Whether it's identifying unmet needs in the market, devising disruptive business models, or improving existing processes, creative thinking and innovation are the driving forces behind entrepreneurial success. They enable individuals and organizations to differentiate

themselves, stay ahead of the competition, and carve out their niche in the global marketplace.

Innovation often thrives in environments that embrace diversity, collaboration, and experimentation. By fostering a culture that encourages creative thinking, businesses can unlock a treasure trove of untapped potential. This can lead to breakthrough products, services, and technologies that not only meet current demands but also anticipate future trends. Moreover, by challenging the status quo and disrupting conventional practices, entrepreneurs can create new market opportunities and redefine industries.

## **2. Team Building**

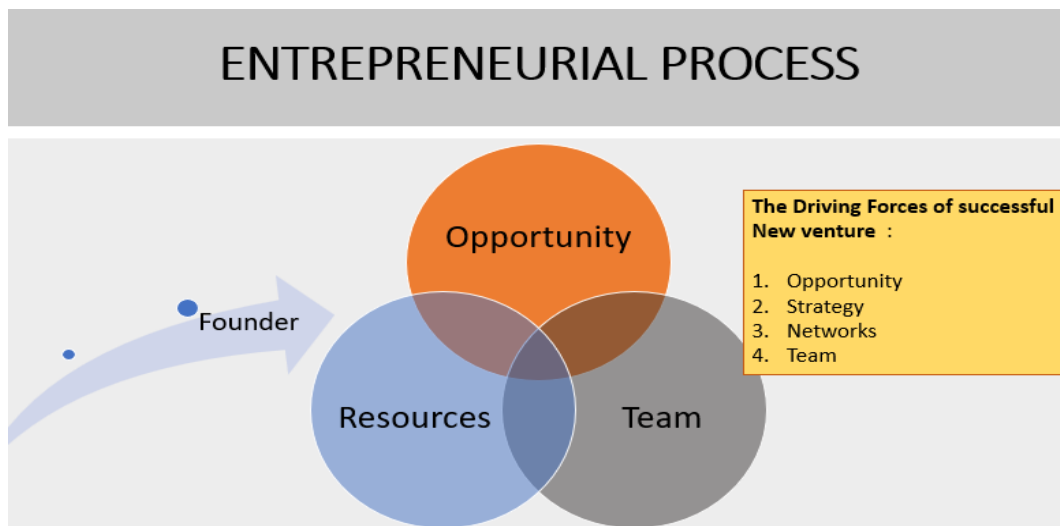
To truly harness the power of creative thinking and innovation on a global scale, it's essential to cultivate an entrepreneurial ecosystem that nurtures talent, fosters collaboration, and provides access to resources and support networks. This includes initiatives such as startup incubators, accelerator programs, and innovation hubs that facilitate the exchange of ideas and the development of entrepreneurial skills.

In today's fast-paced world, where change is the only constant, entrepreneurs must embrace a mindset of continuous learning and adaptation. This means being open to new ideas, embracing failure as a learning opportunity, and constantly iterating and refining their strategies. By staying agile and responsive to evolving market dynamics, entrepreneurs can not only survive but thrive in an increasingly competitive landscape.

## **3. Resources**

The general understanding among the public is that to become an entrepreneur you must first have strong finances, thinking about money first to build a business is a big mistake. Money will follow business proposals that have a high probability of success accompanied by strong team capabilities. The Author has witnessed that there are companies that have innovative products and indeed good products that are able to overcome health problems, supported by good research with teams consisting of less competent staffs and back up financial resources, but because of lack of leadership skills and business strategies, these companies cannot endure. So actually a successful entrepreneur is an entrepreneur who is able to balance the factors of opportunity, team work and

resources well. Furthermore, it is very important for an entrepreneur to have an entrepreneurial mindset which refers to a particular way of thinking and approaching situations characterized by innovation, risk taking, resilience and a proactive attitude in identifying and exploiting opportunities.



Picture 1. Entrepreneurial Process

PT. XYZ was founded in 2016, the founder has done a long period of time to do research to find effective composition for treating severe wounds and the substance has been proven to have the ability to eliminate common germs on the skin and superbugs such as candida fungi and viruses. Until now, the products can treat chronic wounds which are experienced by many diabetes patients and patients with other metabolic disorders.

At first the founder had a very good idea because he saw that many diabetes patients experienced a lot of problems when diabetes sufferers had wounds, so that sometimes they had to be amputated, based on this situation he created an idea to create a product that was suitable for diabetes sufferers. The idea to create the product is outlined in a good business proposal so that there are investors who are willing to finance the research and the establishment of the company including the company's operating costs, the entrepreneurship process has gone well in the beginning, starting with a good idea to help diabetes sufferers. The opportunity for this business is also promising because there are not many competitors and the product is an amazing innovation, and overseas market began to develop by exporting the products to foreign countries, however there are more factors that have to be carefully planned in order

for the start up companies to run well. Authors has identified several problem facing the company such as:

Hiring Staff who are lack of experience in handling and understanding the registration and research process, which is prolonged beyond initial expectations, causes the company to experience financial problems, besides that, leadership skills that are less suited to the company's conditions add to the chaos of the company.

Lack of the ability to build organizational culture, employ relevant and experienced staff causes companies to experience problems. Apart from that, the ability to carry out the decision-making process is also very slow, so everything becomes too late.

Based on the problems described above, the author is very interested in conducting research with the title " **Develop creative thinking and innovation to create opportunities in building global entrepreneurship**" **The problem formulation in this research are:** [1] What is the impact of the staff recruitment process?; [2] What are the obstacles in building a strong start-up company??

## **RESEARCH METHOD**

The method used in this research is qualitative method, qualitative research is a method used to gain an understanding of underlying reasons, opinions, and motivations behind various phenomena. It typically involves collecting non-numerical data, such as texts, images, videos, or observations, and analysing it to uncover patterns, themes, and insights.

The author tries to describe what are the problem in this research and then analyzes it based on the theoretical framework studied.

Data collection techniques in this reseach is done by the following activities:

1. Interviews: Conducting one-on-one with participants to gather in-depth information about their experiences, perspectives, and opinions.
2. Observation: Directly observing and documenting behaviors, interactions, and phenomena in natural settings. This method can be participant observation, where the author actively engages in the environment being studied.
3. Document Analysis: Examining existing documents, texts, artifacts, or records relevant to the research topic. This includes written documents, historical records, organizational materials, or online content.

## LITERATURE REVIEW

### Creative

According to Amabile [1988] quoted from Ian Pillis , entrepreneurial creativity has been defined as the generation and implementation of novel, suitable ideas to establish new venture.

According to Pollard V(2014)Creative thinking was an essential aspect of arts entrepreneurship, therefore Creative thinking played a pivotal role in arts entrepreneurship, encompassing the capacity to generate novel concepts, methods, and innovative results. It also involved a profound comprehension of one's creative endeavours through introspective analysis, particularly in the context of promoting creative works by either establishing a market or cultivating an audience for them.

Diyanni R(2015: 28) in his book entitled "Critical and Creative thinking" says that creative thinking is imaginative thinking that leads to innovation and is based on questions that ask "what if", "Why" , "why not" or how. The goal of creative thinking is to develop new insights, novel approaches, and generating new ideas

Innovation.

So Creative thinking can be summerized as Entrepreneurial creativity, as defined by Amabile (1988) and cited by Ian Pillis, involves generating and implementing novel and suitable ideas to establish new ventures. Pollard V (2014) emphasizes the importance of creative thinking in arts entrepreneurship, which encompasses generating novel concepts, methods, and innovative results, as well as understanding one's creative endeavours through introspective analysis to promote creative works.

Diyanni R (2015) in "Critical and Creative Thinking" defines creative thinking as imaginative thinking leading to innovation, driven by questions like "what if," "why," "why not," or "how," with the goal of developing new insights, novel approaches, and generating new ideas.

### Innovation

The future prosperity of businesses relies heavily on innovation, which has become increasingly crucial for individuals with creative abilities to remain pertinent in a fiercely competitive market. Despite limited resources, it is essential for entrepreneurs to harness creativity as it directly correlates with innovation. Emphasizing innovation in today's landscape is paramount for generating novel ideas.

According to Anggiani S( 2018 :40) Innovation occurs when ideas and creativity become something useful in the form of products, services or systems

According to Akbar's Fadee quote, entrepreneurs blend innovative ideas with available market prospects, actively striving to turn entrepreneurial opportunities into tangible businesses through their launch.

Peter Drucker (1985) has mentioned that Innovation entails discovering fresh and improved methods of accomplishing tasks. Many aspects of contemporary society rely on past innovations, which have shaped the high standard of living we currently experience. Entrepreneurship and innovation go hand in hand as interconnected concepts.

The summary of the above definitions is as follow:

In today's fiercely competitive market, the future prosperity of businesses hinges significantly on innovation, making it imperative for individuals with creative abilities to remain relevant. Despite resource constraints, entrepreneurs must leverage creativity as it directly drives innovation. Emphasizing innovation is crucial for generating novel ideas and transforming them into tangible products, services, or systems, as noted by Anggiani S. Innovation involves making ideas and creativity useful in practical applications. Entrepreneurs, as highlighted by Akbar's Fadee, blend innovative ideas with market opportunities to establish successful businesses. Peter Drucker underscores that innovation involves discovering fresh methods to accomplish tasks, shaping contemporary society and its high standard of living. Entrepreneurship and innovation are inseparable, interconnected concepts, reinforcing each other's importance in driving progress and success in the business landscape.

## **Opportunity**

A business opportunity refers to a concept or a series of conditions that enable the establishment or growth of a lucrative and enduring business venture. Such opportunities can manifest through various avenues, including market demands, technological advancements, shifts in consumer behaviour, regulatory changes, and other influencing factors.

Eisenmann (2013) stated that “Opportunity” implies an offering that is novel in one or more of four ways. The opportunity may entail: 1) pioneering a truly innovative

product; 2) devising a new business model; 3) creating a better or cheaper version of an existing product; or 4) targeting an existing product to new sets of customers.

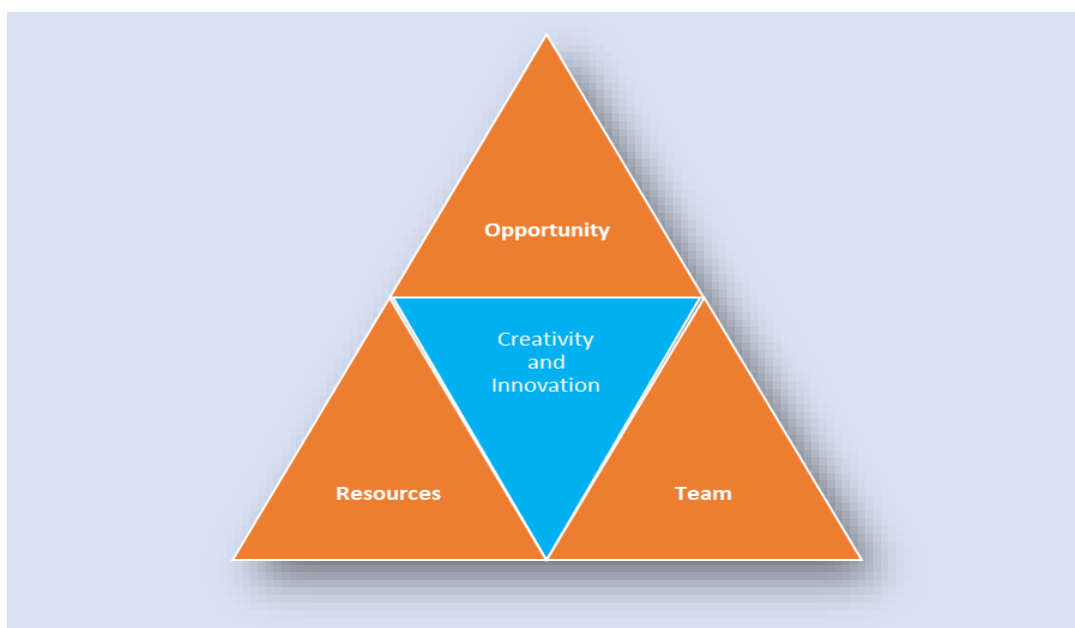
Oyson and Whittaker’s (2015, p. 309) definition of an opportunity as “an entrepreneurially discovered or created situation in which new goods, services, raw materials, markets and organizing methods are conceived as having a potential for exploitation through entrepreneur-led action to form and transform them into new means, ends, or means–ends relationships.”

## Entrepreneurship

Entrepreneurship can be defined as the process of creating, developing, and managing a business venture or startup, typically involving innovation, risk-taking, and the pursuit of opportunities to generate profit or create social impact.

Fredrik H and Kuratko D( 2010:12)Entrepreneurship is described as a credible and logically consistent articulation of connections or fundamental principles that define conditions conducive to the emergence of new profit or social prospects.

Soegoto E(2010: 3 ) defines Entrepreneurship is a creative business that is built on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for other people.



Picture 2. Pillars of Entrepreneurships



## **Global**

Globalization refers to the increasing interconnectedness among the economies, cultures, and populations worldwide. This connectivity is fuelled by cross-border trade in goods and services, technological advancements, investment flows, migration, and the exchange of information. Throughout history, nations have forged economic alliances to enable such interactions. However, the term gained prominence following the Cold War in the early 1990s, as these collaborative efforts began to significantly influence contemporary society.

Fundamentally, globalisation has come about through the search for more profitable markets, while technological advances have simultaneously made knowledge less precious and more freely available in real time (Kelly 2001).

Porter (1999) cited in Mortimore (2001) defines globalisation as the process by which the peoples and nations of the world are increasingly drawn together into a single entity. Rikowski (2002) views globalisation as being the core of all economic, social, political and cultural trends.

Porter's approach(2003) to globalization is distinct in that he emphasizes the importance of competitiveness at the firm and national levels. He suggests that to thrive in the global economy, companies must differentiate themselves through unique value propositions, operational efficiencies, and innovation. Similarly, nations must create and sustain competitive advantages through factors such as skilled labor, infrastructure, supportive institutions, and a conducive business environment.

## **RESULT AND DISCUSSION**

### **1. Staff Recruitment process**

Recruiting employees who are less competent and not having sufficient knowledge about the business affects organization capabilities to comply with regulations and compete in the market, Employees who lack knowledge about the business may struggle to perform their duties efficiently, leading to decreased productivity across the organization. They may require more time and resources to complete tasks or may make frequent mistakes that need correction, because of mistakes that have been done caused a lot of time to complete such as in the registration of the products In Food and drugs Administration(BPOM) in In Indonesia, besides Employees who are unfamiliar with the business may produce

work of inferior quality. They may not understand the standards or expectations of the organization, resulting in deliverables that do not meet the required standards.

## **2. Negative Impact on Customer Experience**

Unprofessional behavior and lack of knowledge directly has affected the customer experience, especially for overseas market where time and cost play an important decision. Employees who are unable to answer customer queries or provide accurate information may lead to dissatisfaction among customers, potentially resulting in lost business and damage to the organization's reputation.

## **3. Risk of Compliance and Legal Issues**

Due to lack of expertise In the company, hiring employees with inadequate knowledge pose compliance and legal risks. employees must have a thorough understanding of regulations and protocols to ensure compliance and avoid legal repercussions.

## **4. Impact on Team Morale**

Working with colleagues who lack professionalism or knowledge can negatively impact team morale. High-performing employees may feel burdened by having to compensate for their less competent colleagues, leading to resentment and decreased overall morale.

## **5. Difficulty in Achieving Organizational Goals**

Ultimately, recruiting employees who are less than professional and lack knowledge about the business can hinder the organization's ability to achieve its goals. Without a competent workforce, it becomes challenging to innovate, grow, and maintain competitiveness in the market.

## **6. The obstacles in building a strong start-up company**

Building a strong startup company involves overcoming many obstacles. Startups like PTXYZ have limited financial resources, which can hinder recruiting, product development, marketing efforts, and other important aspects of business. In addition to limited funds, PT XYZ wastes a lot of time. in developing products and complying with government regulations due to inexperienced staff, and there are established products in the market are quite challenging to enter supermarket or stores especially if they have greater resources, brand recognition, and market share.

Market dynamics can change rapidly, making it difficult to predict customer demand, pricing strategies, and market trends accurately and also Identifying a product or service that resonates with customers and fulfills a genuine need in the market is essential but can be elusive.

Navigating regulatory requirements and compliance issues is one of the major issues where regulatory enforcement is very strict, so products cannot enter the market due to registration issues and take years to finally clear the regulations, however, the time to enter the market is too late which affects financial condition of the company. Scaling a startup while maintaining quality and efficiency can be difficult, requiring careful planning and resource allocation which is exactly what the company was really facing due to lack of production capabilities.

Building a brand and credibility in the PTXYZ market takes time and effort, especially when competing against established brands with larger marketing budgets. There is also a problem in the company, namely relationships in management and decision making between co-founders and key stakeholders does not run smoothly, causing turmoil in the company's operations which leads to conflicts that hinder the company's progress.

## **CONCLUSION AND SUGGESTION**

In conclusion, developing creative thinking and fostering innovation is not just a pathway to entrepreneurial success; it's a prerequisite for thriving in the global economy. By embracing creativity as a catalyst for change and innovation as a driver of growth, entrepreneurs can unlock new opportunities, disrupt industries, and shape the future of business on a global scale. PT XYZ has taken a good first step by creating a good product to help people with diabetes problems, , however, insufficient funds and lack of team capabilities prevented the Company from developing into becoming a large company, Even though this product has entered several foreign countries, it is still unable to survive in the end, therefore, global entrepreneurship still needs to foster Creativity, Innovation, but the three main pillars that need to be considered are Resources, Opportunities and Team, and a leader must have the ability to balance these three factors in order to be able to develop the company into the next level.

One of the important pillars is team capability, therefore to overcome the impact of team weaknesses, organizations should prioritize thorough recruitment processes,

invest in comprehensive training programs, provide ongoing support and feedback to employees, and cultivate a culture that values professionalism and continuous learning.

## REFERENCES

- Akbar Fadaee , Haitham Obaid Abd Alzahrh (2014) Explaining the Relationship between Creativity, Innovation and Entrepreneurship, *Journals International Journal of Economy, Management and Social Sciences*, Volume III, No.12.
- Amabile T.M. (1998). How to kill Creativity. Harvard Business Review, September, - October. *Business, Personal development*.
- Anggiani, S.(2018).Kewirausahaan Pola Pikir, Pengetahuan, Keterampilan . Jakarta: Prenadamedia Group.
- Diyanni R.(2015). Critical and creative thinking. New Jersey : *Pearson Education Inc*.
- Drucker P.F. (1985). *Innovation d Entrepreneurship*. London: Pan Books Ltd.
- Eisenmann (2013). Harvard Business Review. <https://hbr.org/2013/01/what-is-entrepreneurship>.
- Fredrik, H and Kuratko D.(2010). *Entrepreneurship,Theory, Process and Practice*. Australia: Cengage Learning.
- Oyson, M. J. & Whittaker, H. (2010). Creativity and prospection: Creating and exploiting opportunities for international entrepreneurship. *Acta Technica Corveniensis*, 4 (Oct-Dec), 125-131
- Pollard V, Wilson E,(2014). The “Entrepreneurial Mindset in Creative and Performing Arts Higher Education in Australia. *Deakin Learning Futures*, Deakin University, Melbourne, Australia
- Porter, M. E. (2003). Michael E. Porter. *Fifty Key Figures in Management*, 272
- Soegot, E. (2010). *Entrepreneurship Menjadi Pebisnis Ulung*. Jakarta: Gramedia.