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KEYWORDS	ABSTRACT
Innovation, creativity, definition	Purpose: The aim of the paper is to do a content analysis of the definitions of creativity and innovation definitions for deriving a general definition so that can both the terms can be distinguished clearly. Design/approach: A literature collection and filtration approach was conducted to collect definitions from various major disciplines such as economics, technology, business, marketing, entrepreneurship, knowledge management and organizational study. The content analysis was done on one representative definition of creativity and innovation from each discipline in order to surface the key attributes in those definitions. Originality/value: The concept of creativity and innovation is of the highest order in any type of work place that wants to succeed, but mainly the direction gets lost because of conceptual overlap between the concepts of creativity and innovation. This paper would help in clarifying these concepts by proposing a distinctive general definition of both creativity and innovation by examining interdisciplinary content analysis.
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Introduction

The paper focuses on the general and distinguishing definition of creativity and innovation. It has been noted that there is hardly any complete definition that is generalizable, distinguishable,

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elaborative and has all the compartments in it. By complete it means that the definition should cover the ingredients that make up a certain concept. The marketplaces are getting tougher, complex and as well as dynamic with which there is a dire need of organizations and individuals to change and think as per the needs of the customers and the ever changing environment of the modern world. Even before these times when creativity and innovation were not a mainstream concept organizations were still doing it without being aware of it in its truest sense. The focus upon the definitions of creativity and innovation is merely because it is these concepts that will work as the directive and hidden force that will shape up the markets of the future. The other problem is that the term creativity and innovation are ambiguous when it comes to preciseness and therefore becomes difficult to be measured. Often both of these terms are misused itself in their own particular domains and as well as used interchangeably which causes ambiguity when it's a certain needs to be evaluated.

Methodology

The paper seeks to extract the repetitive key attributes of creativity and innovation found in the definition literature of various disciplines.

Based on those key attributes, the paper proposes a general, elaborative, and distinctive definition for both creativity and innovation within the context of those key words

The first task was to gather representative definition from various disciplines such as entrepreneurship, marketing, management, organizational study, knowledge management, business and technology.

It was important to have a representative definition from such various disciplines in order to build an integrative link across disciplines within one general definition. The definition from each discipline was collected through rigorous literature review of the articles on creativity and innovation. The definitions after literature review were done using journals from the online databases. In addition, some of the definitions were not given with the mention of definition; therefore a further textual finding was done to find out where the concept of innovation and creativity is discussed in each discipline. Some of the papers referred other authors for definition rather than giving their own, which was also taken into the analysis. A total of 14 definitions as a representative from 14 papers (7 of creativity from knowledge management, business, technology, entrepreneurship, marketing, management and organizational study, and 7 of innovation from knowledge management, business, technology, entrepreneurship, marketing, management and organizational study) that were selected from a thorough content analysis method.

Analysis

A definition analysis was done to gather the definitions out of which key attributes were to be extracted mentioned in those definitions. Since the definitions from various disciplines therefore each key word was seen under a certain context. The paper considered each key attribute as a form of characteristic that works together to manifest the concept of creativity and innovation under a

specific context. The content analysis was not done on authors, headings, or other content that was mentioned in relation to that definition or something else. The focus remained strictly upon the definitions mentioned in the research papers of the disciplines mentioned before. Content analysis was used so that personal biasness is removed and the end result/definition is solely based upon the repetitive key attributes mentioned in the definitions. Content analysis helped in quantifying those key attributes which helped in ensuring consistency, reliability and validity of the definition.

The following were steps were taken in continuation till the end of key findings:

1–Searching of dominant disciplines in the current world

2 – A representative research paper from those disciplines

3 – A representative definition from those research papers

4 – The representative definition and the phrases in them were selected after filtering the content and finding the definition as it is, or, finding where the concept of creativity and innovation was discussed rather than clearly mentioning it under the heading of definition. Please see table 1.

Table 1: Definitions

Research Paper	Year	Type	Phrases from definitions on innovation
(Rennings, 2000)	2000	Economics	“Organizational innovations”, “new forms of management”, “total quality management”, “Product innovations”, “development of new goods”, “improvements to existing goods or services”, “improved product”, “introduced into the market”, “Process innovations”, “amount of output”, “goods, services”, “produced with less input”, “Product innovations in machinery in one firm”, “process innovations in another firm”, “new improved product or process”, “economic sense”, “third phase”, “diffusion phase”, “used and adopted over time”
(Abou-Moghli, Al Abdallah, & Al Muala, Sept 2012)	2012	Business	“Critical factor”, “firms to create value”, “sustain competitive advantage”, “highly complex”, “dynamic environment”, “Mental process”, “leads to the creation”, “new phenomenon”; “new material”, “spiritual product”, “new service”, “new techniques”, “Innovation is analysis”, “combination of some concepts”, “creating new thinking and concept”, “not previously available”, “Accepting the innovation”, “response to environmental changes”, “develop new capabilities”, “help them”, “achieve higher performance”, “more successful”, “topic of interest”, “many academics and

			managers", "powerfully add", "realizing competitive advantage", "successful firms", "few basic beliefs", "one of those beliefs is that most members of the firms should be innovators", "two types of innovation", "product innovation", "changes in the product", "firm makes", "service it offers", "process innovation", "change in the way", "product is made", "service offered", "term innovation", "often mistaken", "technical innovations", "one type of innovation", "Every innovation", "strong impact", "aspects of firm life", "Organizations can achieve", "competitive advantage", "managing for today effectively", "creating innovation", "tomorrow simultaneously", "significant for firms", "have innovation", "part of building", "competitive advantage"
(Okpara, 2007)	2007	Entrepreneurship	"successful exploitation of new ideas", "innovation on what already exists", "adding something new", "Innovation is defined", "existing product or process", "worked reasonably well", "changed so that it works better", "fulfills a different need", "product or process", "created from scratch"
(Heunks, 1998)	1998	Organizational study	"sign of economic profitability", "Innovation is to be defined", "successful technical", "growth, increasing productivity and profits", "successful implementation of a creation", "profits and success", "economic implementation of a creation", "foster growth", "define success"
(Johne, 1999)	1999	Marketing	"Market innovation", "improving the mix", "target markets", "how chosen markets", "best served", "Its purpose", "identify better (new)", "potential markets", "better (new) ways", "serve target markets", "identification of potential markets", "Identification is achieved", "skillful market segmentation", "Market segmentation", "dividing a total potential market", "smaller more manageable parts", "critically important", "develop the profitability", "business to the full", "Incomplete market segmentation", "result in a less than optimal mix", "target markets", "Product innovation provides", "most obvious means", "generating revenues", "power of product innovation", "particularly important", "long term business growth",

			“helping companies retain”, “grow competitive position”, “Products have”, “updated and completely renewed”, “retaining strong market presence”, “Process innovation”, “provides the means”, “safeguarding and improving quality”, “saving costs”, “Improved and radically changed”, “products are regarded”, “type of innovation”, “not easy”, “well understood”, “embraces quality function deployment”, “business process reengineering”, “efficient supplier”, “keeps working”, “productivity gains”, “expect, over time”, “develop products”, “offer the same performance”, “lower cost”, “cost reductions”, “passed on to customers”, “form of lower prices”, “banking and in insurance”, “long-established companies”, “set up telephone based subsidiaries”, “reaction to product innovations”, “Direct Line (motor insurance)”, “First Direct (personal banking)”, “working furiously”, “reduce operating costs”, “increase service quality”, “process innovation”
(DiaConu, 2011)	2011	Technology	“performance characteristics”, “Technological innovations”, “unlike improvements”, “technological novelty emerges”, “new or significantly modified technological products and processes”
(Carneiro, 2000)	2000	Knowledge Management	“new production processes”, “Innovative efforts”, “new organizational structures”, “search for”, “new products and/or services”, “discovery, experimentation, and development”, “new technologies”
Research Paper (Okpara, 2007)	Year 2007	Type Entrepreneurship	Phrases from definitions on creativity “new ideas”, “Creativity is a process”, “ability to make”, “something new”, “new solution to a problem”, “new method or device”, “new artistic object or form”, “new and useful”, “bring into existences”, “known to the unknown”, “moving from”, “act of seeing things”, “everyone around”, “sees while making connections”, “no one else has made”, “symbolic domain”, “Culture exerts”, “negative force”, “culture itself”, “be created”, “culture is changed”, “New songs”, “new machines”
(Amabile, 1997)	1998	Organizational Study	“new form of entertainment”, “demonstrated creativity”, “invented the micro-computer”, “new service development”, “created Disneyland”, “thing had not existed before”, “new product development”, “essentially invented”, “intents and purposes”
(Bassett-Jones,	2005	Business	“necessary precondition”, “key characteristic”,

2005)			“successful innovation”, “having novelty”, “gone before”, “conception must differ significantly”
(Im & Workman Jr., 2004)	2004	Technology	“starting point”, “innovation begins”, “individuals and teams”, “creative ideas”, “first is a necessary”, “sufficient condition for the second”
(Williams & J. McGuire, 2010)	2010	Economics	“process of generating ideas”, “Economic creativity”, “research and idea generation”, “necessary starting point”, “any form”, “efforts of an inventor”, “often occurs”, “results in codified knowledge”, “idea/product champion”, “potential economic value”, “Economic creativity”
(Titus, 2007)	2007	Marketing	“marketing is a problem-solving activity”, “systematic, disciplined, and sustained cognitive effort”, “development of unique solutions”, “customer problems”, “marketing success begins”, “imaginative thought or idea”, “practice of marketing”, “intimately linked”, “creative thought and imagination”, “Businesses are clamoring”, “creative breakthrough ideas, products”, “services that provide”, “significant competitive advantages”, “divergent thinking”, “defined as encompassing”, “activities undertaken”, “produce creative breakthrough”, “products, services, and marketing initiatives”, “unique to the marketplace”, “create value”, “utility for the customer”
(Feldhusen, 1995)	1995	Knowledge Management	“process of combining ideas”, “synthesis as the essence”, “synthesizing them in a solution”, “act that is creating new unique configurations of ideas”, “tested in the real world”, “aesthetic, practical”, “utilitarian value”, “social acceptance”

5 – Then those definitions and phrases, were cleaned so that it can go through the word frequency process. For example if the definitions had mentioning of year, name of the author who coined the definition and numeric to classify two three types of definition, then it was removed, so that the text had simple flow for the word frequency count.

6 – If the definition or definition like concept was discussed more than once in the a certain research paper then it was also selected, however if the same concept was repeated then it was not selected

7 – All definitions were made into different files and were given into the word frequency count process – which was done on NVIVO 8. The reason for doing was to extract a word frequency or key attribute count from each definitions separately rather than having it in a group. This helped in also knowing the context of each word count that was repeated.

8 – After the NVIVO 8 word frequency count, words like creativity and innovation were removed if they occurred in their own respective domains. For example “Creativity is about, Innovation is about”. Therefore it is starting with its own term therefore it was removed as not being part of the definition

9 – Words with same stem were grouped together and added into the word frequency for example make, making, made, success, successful.

10 – Words that make up a certain term was also joined together rather than counting separately for example starting point is a phrase and therefore were not counted separately as starting and point. This was done after checking the word count in the node review that mentioned the context of each word. Also words that are longer but give a certain meaning were replaced with a word that gives that meaning, for example “such a thing did not exist before” was replaced with “unique thing”

11 – Words like the, been, have, was, were eliminated from the analysis. Also a certain proper word that had no contextual significance plus was mentioned only once in all of the definitions, it was also removed

12 – Finally identification and extraction of the key attributes of significance with high frequency count.

13 – All the key attributes were compartmentalized into certain categories that were analyzed through the definition literature

Please see table 2 and Table 3

Findings

Table 2: Attribute wise results of creativity definitions

	Nature (27)	Type (32)	Stages (11)	Condition (9)	Means (20)	Aims (23)
Organizational Study	New, 3 Invention, 2 Unique, 1 Development, 2	Service, 1 Thing, 1 Form, 1 Product, 1	Demonstration, 2			Intent, 1 Purpose, 1
Marketing	Breakthrough, 1 Development, 1 Unique, 1	Thought, 2 Business, 1 Idea, 2 Services, 1 Solutions, 2 Product, 1	Link, 1 Systematic, 1	Precondition, 2 Initiative, 1 Marketplace, 1	Activity, 1 Cognitive, 1 Imagination, 2 Practice, 1 Research, 1	Competitive, 1 Success, 1 Significant, 1 Sustainability, 1 Provision, 1

Knowledge Management	Aesthetic, 1 New, 1 Unique, 1	Ideas, 2 Configurations, 1 Solution, 1	Combinatorial, 1	Essence, 1	Synthesis, 1 Act, 1	Social, 1 Value, 1 Useful, 1 Practical, 1
Technology	First, 1 Begin, 1	Ideas, 1	Necessary, 1	Precondition, 1	Individual, 1 Team, 1	Innovation, 1
Entrepreneurship	New, 8 Change, 1 Artistic, 1	Form, 1 Ideas, 1 Object, 1 Solution, 1 Thing, 1 Process, 1	Connection, 1	Culture, 1	Ability, 1 Device, 1 Method, 1 Problem, 1 Act, 1 Machine, 1	Useful, 1
Economy	Invention, 1	Ideas, 3 form, 1 Product, 1 Process, 1	Generation, 2 Potential, 1	Precondition, 1	Inventor, 1 Research, 1 Transformer, 1	Economic, 3 Innovation, 1 Value, 1 Knowledge, 1
Business	Unique, 1 Novelty, 1	Characteristic, 1 Conception, 1	Necessary, 1	Precondition, 1		Significant, 1 Differentiation, 1 Success, 1 Innovation, 1

Table 3: Attribute wise results of innovation definitions

	Nature (39)	Type (79)	Stages (10)	Condition (16)	Means (16)	Aims (51)
Organizational Study		Firm, 1	Implementation, 2	Post Condition, 2	Technical, 1	Economic, 2 Growth, 2 Success, 4 Profit, 2 Productivity, 1 Increase, 1
Marketing	Developed, 1 Better, 2 Improved, 2 Important, 2 New, 2 Radical, 1 Renew, 1 Updated, 1	Market, 12 Process, 4 Business, 3 Products, 6 Service, 1 Form, 1	Segmentation, 3	Potential, 3	Target, 3 Identify, 2	Quality, 3 Cost, 4 Revenue, 2 Purpose, 2 Competitive, 1 Productive, 1 Profit, 1 Efficient, 1

		Re-engineer, 1				Growth, 1
Knowledge Management	New, 4 Develop, 1 Discover, 1	Organization, 1 Technology, 1 Structure, 1 Services, 1 Product, 1 Process, 1	Experimentation, 1		Efforts, 1 Search, 1	
Technology	Emerge, 1 New, 2 modified, 1	Product, 1 Process, 1 Characteristic, 1				Performance, 1 Significant, 1
Entrepreneurship	Addition, 3	Product, 2 Process, 1 Change, 1	Combinatorial, 1	Post condition, 3 Need, 1	Exploitation, 1	Success, 1 Differentiation, 1
Economy	New, 2 Improvement, 3 Adoption, 1	Goods, 3 Products, 4 Process, 3 Firm, 2 Form, 1 Services, 2 Organization, 1	Phase, 2 Diffusion, 1	Time, 1 Post Condition, 1	Machinery, 1	Introduced, 1 Quality, 1 Manage, 2 Economic, 1
Business	New, 6 Addition, 1	Firms, 6 Product, 4 Services, 3 Change, 2 Phenomena, 2 Process, 2 Organization, 1 Concepts, 2	Combination, 1 Building, 1	Belief, 2 Dynamic, 1 Environment, 2 Availability, 1	Technical, 3 Capability, 1 Analysis, 1 Aspects, 1	Advantage, 4 Achieve, 2 Success, 2 Creation, 2 Effective, 1 Significant, 1 Sustain, 1 Value, 1

14 – Consolidating the key attributes together to be used as a connective evidence for the formulation of evidence

15 – The most occurring word across all definitions if in a proper context was given the most importance in the definition.

16 – Words having meaning containing two other words were divided and counted as two words

17 – Then the consolidated word frequency count was shown in ascending order to know which words to be taken as most important in definition

See table 4

Table 4: Order wise consolidated results of Innovation and Creativity

	Nature (39)	Type (79)	Stages (10)	Condition (16)	Means (16)	Aims (51)
Consolidated results of each definition of innovation	New, 16	Market, 12	Segmentation, 3	Post Condition, 6	Technical, 4	Productive, 9
	Improved, 8	Products, 18			Research, 5	Profit, 9
	Modification, 6	Process, 12	Implementatio n, 2	Potential, 3	Target, 3	Success, 4
	Developed, 2	Firm, 9	Combinatorial, 2	Environment, 2	Capability, 2	Quality, 4
	Addition, 3	Service, 7	Phase, 2	Need, 1	Exploitation, 1	Economic, 3
	Important, 2	Change, 3	Experimentati on, 1	Time, 1	Machinery, 1	Purpose, 2
	Radical, 1	Goods, 3	Building, 1	Belief, 2		Significance, 2
	Renew, 1	Business, 3	Diffusion, 1	Dynamic, 1		Manage, 2
	Re-engineer, 1	Organization, 3		Availability, 1		Success, 1
	Discover, 1	Phenomena, 2				Differentiation, 1
	Emerge, 1	Concepts, 2				Introduce, 1
		Form, 2				
		Technology, 1				
		Structure, 1				
		Characteristic, 1				
	Nature (27)	Type (32)	Stages (11)	Condition (9)	Means (20)	Aims (23)
Consolidated results of each Creativity definition	New, 13	Idea, 11	Connection, 3	Precondition, 6	Activity, 3	Innovation, 3
	Unique, 5	Form, 6	Demonstration, 2	Initial, 1	Imagination, 3	Economic, 3
	Invention, 6	Solutions, 4		Culture, 1	Research, 2	Value, 3
	Development, 3	Product, 3	Generation, 2	Marketplace, 1	Practice, 1	Useful, 3
		Service, 2	Systematic, 1		Synthesis, 1	Significant, 3
	Aesthetic, 1	Process, 2	Necessary, 1		Individual, 1	Success, 2
	Change, 1	Business, 1	Potential, 1		Team, 1	Purpose, 2
	Artistic, 1	Configuration, 1	Necessary, 1		Ability, 1	Sustainability, 1
		Characteristic, 1			Device, 1	
					Method, 1	Social, 1
					Problem, 1	Practical, 1
					Inventor, 1	Knowledge, 1
					Transformer, 1	Differentiation, 1
					Machine, 1	

Results and Discussion

The nature of creativity and innovation means the outlook of something after manufacturing, for example if bread is fresh or not. The type of creativity and innovation means the actual output of the creativity and innovation, for example the bread itself. The stages of creativity and innovation mean the steps through which that output is accomplished. The condition of creativity and innovation means a certain criterion or requirement without which a certain output will not be achieved. The means of creativity and innovation refers to resources and sources required to achieve a certain outcome. The aims of creativity and innovation mean the reason because of which

a certain output is required. The highest frequency is given the most importance in the formulation of definition. The key attributes that were in the top of each category were first connected pairwise to formulate the definition. For example if New and Idea are of the highest frequency then the relationship was formed first between these two attributes, then followed by other attributes. The frequency of creativity and innovation were not matched with each other but only in their respective domains. The primary reason for this is that we wanted both of the concepts to be distinguishable; the other reason for this is because of the variation of the text in the definition literature of both of the concepts. According to the results the primary focus in definition was ordered compartment wise, having highest to lowest word frequency count. For innovation, type of innovation (79) was kept highest, followed by aims (51), Nature (39), Condition (16), Means (16) and stages (10).

For creativity, same like innovation, type of creativity (32) was kept highest, but followed by nature (27), aims (23), means (20), stage (11) and condition (9). According to the findings it can be noted that the most important aspect found in the scholarly definitions of creativity and innovation is the type of innovation other than anything else. However one major difference found between creativity and innovation according to scholarly definitions is that innovation is concerned with the aims of the output and creativity is concerned with the nature of the output.

The following combinations were formed according to results after which the definition will proposed:

For creativity, the highest relationship is of type and nature in terms of idea (11) and new (13), followed by form (6) and unique (5), solution and invention (6), product (3) and development (3), service (7) and economic (3)

For innovation, the highest relationship is of type and aims in terms of market (12) and productive (9), followed by product (18) and profits (9), process (12) and success (4), firm (9) and quality (4)

Conclusion

On the basis of the key attributes found after content analysis of the definitions of creativity and innovation under its specific categories extracted from the various definitions, a distinctive, elaborative, generalized and complete (categories different compartments) definition is proposed below of both creativity and innovation:

Creativity is about bringing something into existence by inventing, discovering and developing new and unique ideas, forms, solutions and products, to serve as a precondition for innovation with significant economic, social use and value, attained through systematic connective and synthesizing process with the help of imagination and research

Innovation is about developing new markets by improving and modifying existing goods, products, processes, firms, businesses and services to achieve economic productivity, profits and success, attained through a phase wise segmentation, implementation and

combinatorial process by targeting and exploiting the potential opportunities in the environment with the help of technical research

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