

## ENTREPRENEURSHIP, ENTREPRENEUR AND CREATIVITY

Starting a new business involves significant risks and requires a lot of effort. The entrepreneur takes responsibility and risks, and benefits from the corresponding rewards when starting a new venture and growing the venture he has. These risks increase even more for entrepreneurs doing business internationally (Hisrich, Peters, and Shepherd, 2017). Without a doubt, entrepreneurship is an extraordinary creativity. This creativity is not the product of a calm mind, but of a complex brain. The product that emerges with creativity brings out both the material and spiritual pleasure of the difficulties endured together. In this respect, being in an entrepreneurial activity is like being in an arena where risks that not everyone can take are taken. The stronger you are the harder things you can accomplish. So, what is the complex structure that lies behind this difficult process and brings out creativity?

The question of what constitutes creativity should be addressed at two different levels: First, what individual and /or contextual factors or processes lead to a creative product? Second, what is the status of creativity as a concept and what implications does this status have for the theory development and evaluation? (Brown, 1989). First of all, it should be stated that although entrepreneurship is a process that involves a unique creativity, entrepreneurs do not have to be unique people. Contrary to what many people think, it is not the right approach to think that entrepreneurs are people with unique and special talents because entrepreneurship is a knowledgeable activity. In this respect, entrepreneurship and being an entrepreneur is very close to everybody who wants and makes an effort in this regard. Just like being an entrepreneur, being a creative person is not a characteristic of an elite minority in the world. Creativity is a function of the brain, and the development of this function can be developed with purely human effort. Although non-human beings (animals) have lived the same life over and over again for millions of years, human beings who are a rational creature (rational animal), have been able to develop themselves throughout the ages. In this respect, creativity is something of human nature and has created opportunities for human innovation throughout the ages. In time, within the framework of its evolution, man gained the power to imagine the world as it was not yet realized. In this context, it can be said that people imagined the non-existent things and created business areas and innovations that did not exist. Creativity is essentially taking ideas from one place and applying them to another. This situation indicates that creativity benefits from the knowledge accumulated by human beings for centuries.

Although there may be differences between the meanings of being creative and being entrepreneurial, there are certainly a number of overlaps (Fillis and Rentschler, 2010). Considering that the brain's creativity is related to perceptions, the richer and more extensive the perceptions are the more things the brain can use. In this respect, the richness of perceptions for an entrepreneur will enable him to see the existing or possible gap in the market at first. The discovery of any gap in the market will enable new opportunities for the entrepreneur to start an entrepreneurship. Experiences especially related to living and work environment can encourage creativity. For an entrepreneur, creativity can best be developed by examining market conditions. In fact, creativity is not about inventing something. Creativity is changing the shape of something that exists. For the entrepreneur, this will happen by adding new things to the market with new approaches.

Entrepreneurship is often viewed as a small business phenomenon. However, it is being applied in the corporate sector (Johnson, 2001). On the other hand, there is an important relationship between

entrepreneurship and innovation. An entrepreneurial activity that is not supported by continuous innovation is unlikely to be sustainable. While some academics and policymakers assume from the start that more entrepreneurship and innovation are good for the local area, this relationship has been difficult to pin down due to the endogeneity of both forces (Chatterji, Glaeser and Kerr, 2014). However, there is an important relationship between entrepreneurship and innovation. An entrepreneurial activity that is not supported by continuous innovation is unlikely to be sustainable. The concepts of innovation and entrepreneurship closely related and innovation is an important tool for entrepreneurs as it offers opportunities for different business ideas. Innovation can be learned and applied. In this respect, it is important for entrepreneurs to search for innovation sources, changes and successful innovation opportunities. Entrepreneurs should know and apply successful innovation principles. Innovation should be seen as an economic or social situation rather than a technological term. Innovation is not about making new inventions, but about realizing how to take advantage of opportunities and changes.

Successful entrepreneurs have a clear, focused vision. They keep their imaginations free and they translate them into words and action. They are also filled with passion, burning with a competitive desire to excel and win. They also understand what success actually is, and that success, like happiness, lies within us. They are the individuals who experienced the greatest growth. Entrepreneurs also have a desire for independence, a sense of purpose, tolerance of uncertainty, perseverance, self-esteem, salesmanship, and self-discipline (Kimbrow, 1996). The most important factor for an entrepreneurial activity is of the entrepreneur. The most important feature that an entrepreneur should have is vision. For an entrepreneur with a vision, it will not be difficult to complete the entrepreneurship process from start to finish. Entrepreneurship starts with a vision, continues with financial and organizational structuring, and is put into practice after starting a business. The growth and expansion of entrepreneurship depends entirely on vision, innovation and growth. A business that constantly pursues innovation will have a higher growth potential. A business with a high growth and innovation potential has a higher potential to initiate new entrepreneurial activities. As creativity is related to human perceptions, entrepreneurship is more related to human creativity. Creativity and entrepreneurship should not be handled as unique personality traits of human beings. Both can be learned and improved.

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