

PHILOSOPHY

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Analysis of the phenomenon of creativity as the basis for innovation

The concept of innovation activity is very popular in modern literature, but in many cases its analysis is based on economic research methods. In the given article approaches to this phenomenon are considered through the prism of the creative activity of the subject of innovation activity. The article presents the philosophical concept of considering the phenomenon of creativity from Antiquity till nowadays. It is proved that the initial stage of innovation activity (the invention of a new product) is inextricably linked with the creative potential of the inventor. The issue of social predicament of inventor's creative activity is considered as well. In a broad sense, the given article proves the necessity of analyzing innovation activity, including the moment the creative and creational potential of the society has been fulfilled.

Key words: innovative activity, creativity, history of the phenomenon of creativity, invention, innovation.

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