

CREATIVE THINKING INNOVATION AS THE BASIS OF ACHIEVEMENT SOCIETY

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It is proved that creative thinking is a part of the contemporary problems of creative management and management psychology. The study of creative thinking and its activation will achieve innovative development of the individual and society as a whole. The main objective of this research is the study of creative thinking based on psychological and managerial aspects in order to achieve innovative development of society in modern conditions. Considered List A. Osborne, with which you can give a new impetus to even weak ideas, management processes and new solutions. The basic conditions for a creative solution to the problem, such as: knowledge, experience, work, the ability to think creatively, personal motivation. Features creative thinking and behaviour are determined by different functions and levels of development of the two hemispheres of the human brain. The left hemisphere

is primarily responsible for the successive processes: analysis, logical reasoning, conclusions, planning, calculation, capacity to the exact sciences, short-term memory and speech. The right – for continuous, parallel processes: for the feelings, emotions, synthesis and analysis of long-term memory, language skills and arts. Creative thinking is well developed in people with well-developed right hemisphere. Therefore, to identify this type of psychology is used a lot of techniques, various tests and creative tasks. Development of new technologies in all spheres of activity leads to the fact that creativity and creative thinking are the main sources of economic value and replaces the classic factors of production. Creative thinking, using creative tools of management and psychology of management allows for innovative development not only of hotel enterprise, and in the future of society as a whole.