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CREATIVE POTENTIAL OF EMPLOYEES AS A FACTOR OF INCREASING THE PRODUCTIVITY OF ENTREPRENEURIAL LABOR

The article analyzes the essence of creative management in the activities of an organization and its impact on enhancing the creative potential of personnel. The theoretical foundations and applied aspects of the mechanism for managing the creative activity of employees are considered.

The research identifies the factors of development of personnel creativity in the company, to which they are assigned. A mechanism for enhancing the creative potential of the organization's personnel is also proposed, including elements of creative management.

The purpose of the article is to study the creative potential of hired workers as a factor in increasing the productivity of entrepreneurial labor.

Research methods: analysis, synthesis, structuring.

The research results presented in the article will allow the leaders of organizations to use in practice the developed mechanism for implementing creative management to activate the creative potential of the organization's personnel, which is focused on enhancing the creativity of the staff, creating conditions for the mass manifestation of creative thought, and adequately assessing the results of the creative efforts of employees.

Keywords: creativity, creative management, personnel management, factors of creativity, activation of creative potential.

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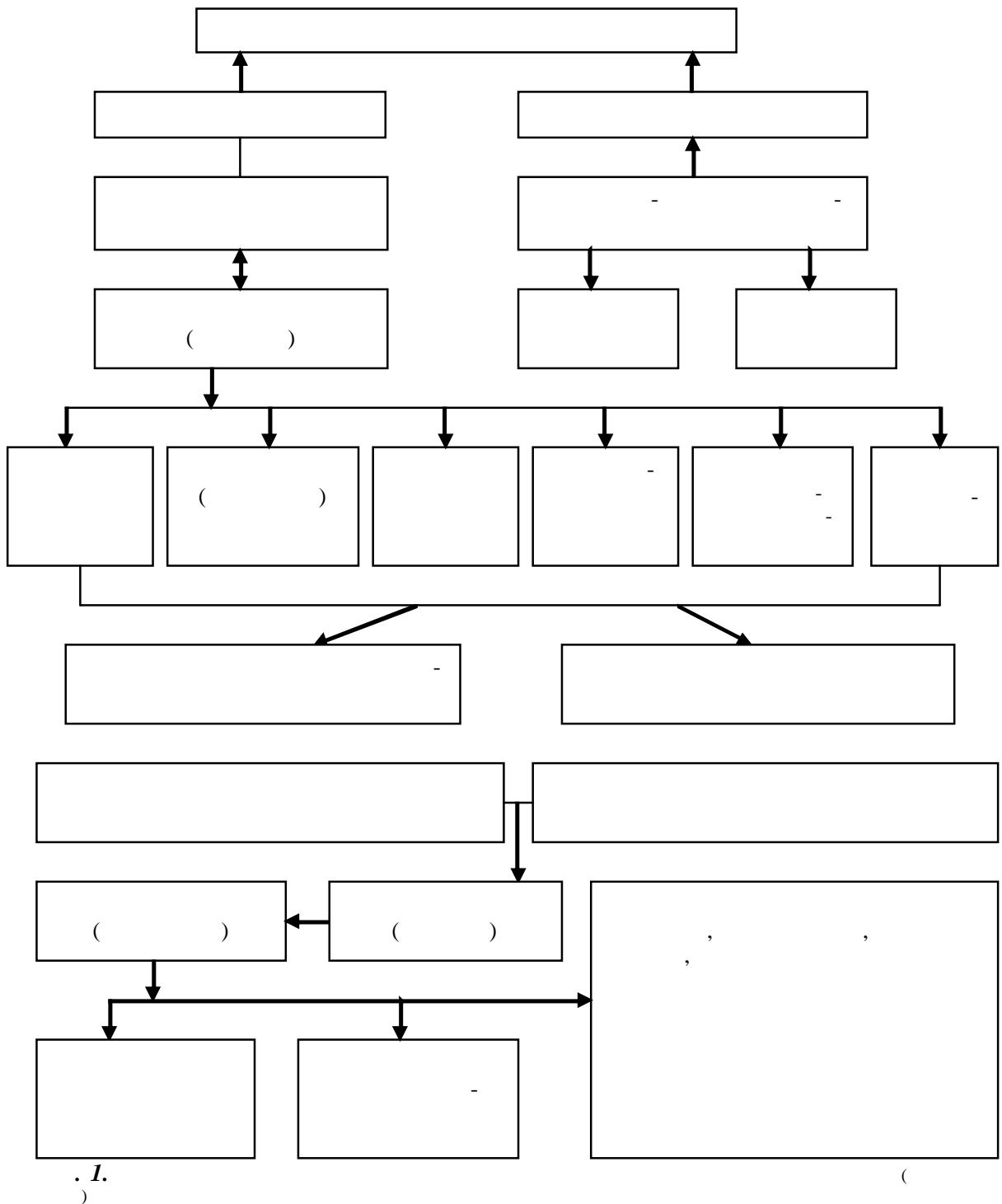
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