

***CREATIVE EDUCATION AND ITS ROLE IN TRAINING YOUNG PEOPLE TO  
BECOME COMPETITIVE LABOR FORCE***

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*Abstract: The current labor market changes and competition increasingly fierce in this market, require changes, primarily in education. Traditional education, mainly theoretical and conceptual, to be replaced with creative education systems, current and updated, based on practical applications of subjects, case studies, simulations, experiments, applied research, etc.*

*Theoretical education must remain the foundation and the bottom of evolution of the student, graduate and potential future employees, but creative education should be top. In the current world conditions, we need a creative education, practical and applicable, to form highly qualified future employees theoretical and practical, solidly anchored in reality, sustainable and flexible. Theoretical knowledge must be put in place even during the years of study, so that future graduates to "see" concrete and applicability of what they learn, the only way will be able to "give wings" to become an entrepreneur in the field of particular study.*

*The objectives of this article summarizes, without claiming to be exhaustive, to: characterize the current socio-economic context in which the educational process takes place, presenting the fundamentals of creative education, identifying the influences of modern education, even non-formal higher education quality on growth Romanian, observing how they respond to students (students, master, doctoral etc.) new approaches to the disciplines of study and application information transmission system, evaluating the integration of graduates into the labor market flexible study programs, creative and practical.*

Keywords: *creative education, competitiveness, youth, employment, employees performing.*

## **INTRODUCTION**

Looking over time human society, we find that there are certain "threshold of development", each leading to higher planes of organizing society and existence. These thresholds have been named by experts - revolution. Thus, we could witness the revolution, agricultural, commercial etc. Human society is now changing ever faster. There are two factors that determine primordial transformations taking place in society now, making the transition from industrial-type economy to "new economy" based on knowledge, and based on technical revolution – scientific and globalization.

*Technical revolution – science* is unparalleled development of science and technology, whose development rate is obviously exponentially. Scientific revolution involves "discovery" and developments from toaster to use atomic energy, the Hubble telescope protective equipment Gore-Tex etc. Every thing around us is, objects, clothes, consumer goods, but also information, images, sounds, all products are technical revolution - scientific. This revolution in science and technology has brought many changes regarding the organization and functioning of society, in that:

- ✓ new technologies are becoming more productive, allowing companies to sell products increasingly better prices ever lower, and this has the effect of increasing the accessibility of industrial goods for a much broader stratum of people;

- ✓ most attractive investments are in high-tech fields, in this way, companies are becoming more interested in innovation;
- ✓ many companies turned their research to find solutions to the removal of pollution or reduce consumption of raw materials, this improved performance meaning production process, with positive effects for both the environment and consumers;
- ✓ ICT sector development increases communication between people, developing new types of business (e.g. e-commerce), the development of online information centers etc.;
- ✓ modern society characterized by diversity, complexity, knowledge-based economy, competitiveness, economic efficiency and social responsibility, which requires increasing the role and responsibility of each employee for the success or failure of your business / company.

*The globalization process* is not a new process, but is the result of changes in the global economy that have increased in recent years. Lifting of customs barriers, the emergence of multinational firms, increased competition on domestic and foreign markets, raising the resources and how they are consumed, all these are both causes and effects of globalization.

A big advantage of globalization is the flexibility to produce, to design, innovation process in different countries, thus using maximum available manpower and resources. Moreover, globalization means labor mobility, which means that people with higher education can work where they need no longer geographically constrained from. The current stage of development of human society in the context of globalization, requires top employees, flexible, sustainable, realistic, well prepared and with a high degree of economic and social responsibility.

The concept of creative education and its role in training future top employees, realistic and sustainable, has been studied more extensively in recent years, the necessary conditions: applied research, innovation and implementation of innovation in the economy, adaptation to environmental organizations increasingly fierce competition and rapid changes occurring in social and economic circumstances, product quality standards rising etc.

Thus, we highlight the Drucker Foundation, which has conducted numerous studies on the "Future Organization" (2001) and authors such as Huțu, CA (1999), Hoza, MG (2000), Pricop, M., Tanta, A. (2000), Badaracco Jr., L. J. (2009) etc., who studied twenty - first century enterprise as intelligent enterprise, new organizational culture and the need for transfer of technology, globalization and business strategy, the importance of leaders and leadership in today's society, etc.

The human being was "given", among other human characteristics such as morality, religiosity, etc., and creativity, which, together with the above, set it apart from all other creatures of God. For this reason, creativity should occupy an important place in education. Education based on the reproduction of information stored and massive accumulation of theoretical knowledge is useful, but became ineffective for future employees of existing organizations. Now more often talk about "new economy", about the new modern management systems, so you need to talk about "new man" of the organization, the employee again, creative, competitive leader.

## 1. Creative education - concept, delimitation and definition

Starting from the definition of education as an "intellectual skill development activities, one's moral and physical" and creativity as "the ability to create" (Dictionary of the current Romanian language, 1998), we define education as a creative process education (training, education, skill / training / specialization etc.) developing creative capacity of the individual competencies and skills based on physical, moral and intellectual native and acquired. On a personal level, individuals will have to adapt to new economic and social change. Thus, employees will become increasingly valued for their native qualities such as creativity, spontaneity, speed decision making etc. Physical labor will become less and less appreciated. Exceptions will be service sector, where physical work based on skills learned in time (e.g. in hair dressers, beauty salons, reception hotels, bars and restaurants serving the information offices etc.) will continue to hold an important weight.

In the context of current organizational changes, young people (students, graduates etc.) will be to prepare becoming more and develop their native abilities to cope with competition in the labor market.

Labor mobility means that, as companies will no longer have a monopoly on markets, professionals will not have any monopoly on the labor market. A manager in Germany will compete for their own post not only with other local managers, but with managers around the world. The post will be up in the company hierarchy, and greater accountability, the company will neglect the cost of bringing a new employee for work experience and capacity of the individual.

Labor mobility means, first, competitiveness and adapt quickly to new. Multinational companies will form multinational teams. Until you develop a comprehensive organizational culture, there will be differences in the habits, messages sent and the response of individuals, according to country of origin of each. Employees of the information society will have to adapt quickly and be able to work in multidisciplinary teams and, especially, multicultural.

In the literature there are many definitions of creativity. In general, creativity is defined as the ability to imagine, to design and make something new, original, unique. A broader definition, which tries to take into account the dimensions of moral, ethical and religious human creativity, could be: "Creativity is the ability and willingness to venture into the unknown, using imagination in order to achieve a new thing, functional and profitable" (David Witt). According to this definition, creativity involves a series of building blocks, such as:

- ✓ creativity is a gift, an exclusively human attribute (animals being creative), which is improved from generation to generation;
- ✓ creativity is influenced largely by voluntary actions of people, most people are lacking creativity because they have not ever seriously proposed to be creative;
- ✓ creativity varies depending on the age of the individual: it is maximum around the age of 6-9 years, then dropping steadily and reached a first minimum point around the age of 30 years, to increase again to 40 years and to reach a new minimum around 50 years, then increases again slowly approaching old age with

(maybe that's why they like to hear stories of grandparents and grandchildren tend to get bored in boring stories cobbled together by young their fathers);

✓ creativity is stimulated by contact with the unknown, what we are familiar, but that does not mean necessarily to be creative to do all things "new" but is sometimes enough to make familiar things in a new which are not used, or in a new context (a new organization, a new environment etc.);

✓ human imagination is the faculty most important in terms of creativity, it can be defined as the ability to synthesize different mental images, creating images with their brand new;

✓ to be truly an original creation, valuable work done must not only imagine in practice, but also to function satisfactorily. For example: Philosopher's Stone, the alchemists sought so assiduously in the Middle Ages and found that they say could turn any thing into gold, is a brilliant idea, but could not and probably will not ever be achieved in practice, the idea construction of a perpetuum mobile, i.e. that of a gear after the initial impetus could run indefinitely without any additional energy input is also a great idea, despite the fact that defy the known laws of physics, but even she could not and probably will not ever be achieved;

✓ distinctive feature of the concept of creativity is novelty, if it exists, there can be no creativity.

Finally, creativity is the feature of using inventive thinking experience and knowledge, providing solutions and original ideas. It is possible to create real product just mental, representing a breakthrough in social plan. The main component of creativity is the imagination, but real value creation also requires motivation, desire to achieve something new, something special. And as the novelty of today is not achieved easily, another component is the will, perseverance in doing many tests and verifications. (Magaz Georgeta, 2010)

## 2. The relationship between creative education and employee performance

In the current context of rapid change, fierce competition and accelerated the influence our life where we stimulates environment, we require new determinations, causing us to rethink systems and economic and social structures, of national identity and globalization, efforts are being made adaptation to the demands of the society of tomorrow's world. We live in a world based on competition and efficient, whose strength lies in knowledge. In the global competition, the European Union has proposed that the cardinal aim to create a knowledge-based society. In this society it constitutes the fundamental element creativity. Today more than ever, creativity is a fundamental quality of education, one of the essential prerequisites of performance. (Magaz Georgeta, 2010)

Knowledge is more than just information, including not only the purely mathematical, and understanding the information. As knowledge is superior information, so the knowledge economy, we are talking about more often, is superior to knowledge economy. We can define the knowledge economy as that economy development to pass beyond that "knowledge is the key resource" (Houghton, Sheehan, 2000). In the socio-economic situation, there are many

factors that result in increased importance of knowledge and "transforming" them into a resource in dispensable for development, such as: progress in ICT (Information and Communication Technology); speeding development of new techniques and technologies; global competition; liberalization of markets; changing demand brought about by continuous increase of the medium and high income people (who develop a sophisticated application, product quality); raising the quality of life. (Druțu – Ivan Maricica and collaborators, 2011)

At present, more and more people are working in areas that create information and are less engaged in the production of material goods. In the future, this ratio will change dramatically. Wide spread use of machinery will make even the workers who work in the core areas, may need to be increasingly better prepared in terms of studies. OECD countries (Organization for Economic Cooperation and Development) unemployment rate is higher for people with secondary education - 10.5%, as opposed to those with higher education - 3.8%. This means that, in society, competition for positions where need is high school is higher than for jobs that require higher education. Labor is thus forced to become more qualified.

One thing of great importance in the "new economy" will be the distribution of knowledge among society. The society will be able to develop, acquire and use information, the will become richer. Knowledge may be associated with human capital, but the two concepts do not overlap exactly. As more and more intellectual work is carried out, holding and handling information is an essential quality for any employee. There are also essentially textbooks or work requiring primarily physical effort. It also goes beyond the sphere of human knowledge, because information can be produced, stored and manipulated and artificially, that is primarily electronic.

Information can be tacit and explicit. It becomes, in turn, from one to the other. Information may be associated with tacit know-how, i.e.the ability to "solve" various issues, to "do" certain things. Accumulation of tacit information may be made only through learning. When information must be communicated, it becomes explicit information. In addition to the know-how in modern society, more and other important concepts appear such as: (Druțu – Ivan Maricica and collaborators, 2011)

- ✓ know-what - which refers to knowledge of facts and phenomena;
- ✓ know-why - which refers to understanding the conduct of phenomena;
- ✓ know-who - that information about who knows some information.

All these information flows on different channels. Know-what and know-why the site can be learned from books, courses, seminars etc., while know-how can be obtained only by direct practice. Know-who is learned in the company by understanding the environment and the channels through which people communicate various types of information. In the future, a person must possess not only know-how, or physic alabilities, physical and mental (training, education, labor, resistance to stress etc.), but also know-what (knowledge information, data about the phenomena and processes etc.), know-why (understanding phenomena) and know-who (the ability to interact with people holding information).

Education helps us to be entrepreneurs, to change our thoughts, thus changing our lives, which is itself a wonderful trip, as specified in the Christian religion. School, with its forms of training and education should form a solid general training young people of high moral and professional, willing to self-improvement, able to understand the meaning "savoir faire" with

that lightness of the French in addressing life issues, but also to change the phrase in “faire savoir”.

In Romania, there are still enormous challenges in terms of overcoming obstacles to initiating and developing a business. Authorities, businesses, educational institutions and civil society are the main actors who can shape strategies, measures and actions for effective development of small business to start from considerations of minimum risk and should be developed progressive self-financing under the new business started.

### 3. The role of education in shaping young people's creative and sustainable labor market

Creative thinking is very complex and is based on a number of factors that allow combinations, transformations, implications, relationships, identification or evaluation. Besides the coefficient of intelligence, an important role in creativity, we have: heredity, intellectual abilities, skills, character, socio-cultural effort of preparation and investigation. Thus, creative education must "capitalize" the individual's native ability and acquired skills and habits of its qualities in order to potentiate a prospective employee, so he becomes a top employee.

The practice of creative education system and fostering innovative thinking has become an important task of contemporary schools. Youth creativity can be supported and elevated by a theoretical and practical, dynamic and self-employment initiative, the critical spirit of scientific, documentary and experimental dynamic independent activity, receptivity to new, passion for science in accordance with individual skills. Particularly important is the teacher, relationship with students. This implies significant changes both in teachers' thinking and the methods of education and training. First of all, climate change, to remove cultural and emotional blockages, strong school in the past. It takes distinguished relations, democratic, between students and teachers, which do not mean lower social status of the latter, then, how teaching should seek participation, student initiative - it's those active methods, unfortunately underused in Romanian schools. (Magaz Georgeta, 2010)

The main *factors that can contribute to promoting creativity and innovation capacity* are:

- ✓ creating a favorable environment for innovation in all its forms (economic, social, entrepreneurship etc.) and adaptability in a rapidly changing world;
- ✓ highlighting openness to cultural diversity as a means of fostering intercultural communication and promoting closer links between the arts, as well as schools, universities, research institutes etc.;
- ✓ stimulating aesthetic sensitivity, emotional development, creative thinking and intuition in all children from an early age, including pre-school education;
- ✓ raising awareness of the importance of creativity, innovation and spirit entrepreneurial for personal development and growth and employment, and encouraging entrepreneurial mind sets, particularly among young people, through cooperation with business;

- ✓ promoting education in mathematics, science and technology basic and advanced skills conducive to technological innovation;
- ✓ encouraging opening to change, creativity and problem solving skills conducive to innovation which are transferable to a variety of professional and social contexts;
- ✓ widening access to a variety of creative forms of expression both through formal education and through non-formal and informal activities for youth;
- ✓ awareness, both inside and outside the labor market, the importance of creativity, knowledge and flexibility in an era of technological change and rapid global integration for a prosperous and fulfilling life, and equipping to enable graduates to improve employment opportunities in all areas where creativity and innovation play an important role;
- ✓ promoting design as a creative activity that contributes significantly to innovation and the acquisition of skills for innovation and design management, including basic concepts of intellectual property protection;
- ✓ developing creativity and innovative capacity in private and public organizations through training and encouraging them to better use the creative potential of employees and clients.

To achieve the above objectives, this study revealed a number of measures to be taken and a series of activities to be organized in schools, training centers and wherever there is human resources training locally regional or national, such as:

- ✓ organizing conferences, seminars, work-shops, events and initiatives to promote debate, dialogue, cooperation and public awareness of the importance of creativity in education, training and innovation;
- ✓ organizing information campaigns and promotional messages – key organizational changes related to current labor market of sustainability, the new labor standards etc.;
- ✓ identify and highlight examples of good practice and dissemination of information about promoting creativity;
- ✓ issuing of surveys and studies at local, regional or national level to highlight the role that education played in the lives of creative employees or contractors.

*In conclusion*, the premise of higher education performance (education), creativity and innovation have an important role and objectives modern school should consider maybe:

- ✓ to support all forms of creativity, including the arts, in the curricula of formal and non-formal education for all cycles, from preschool to postgraduate level;
- ✓ to create a context that enables young people to acquire skills of selfexpression needed throughout life and career they will choose;
- ✓ to promote cultural diversity as a source of creativity and innovation;
- ✓ encourage the use of information technology (ICT) as a means of creative selfexpression and the educational support;
- ✓ to contribute to a more entrepreneurial attitude of all graduates;
- ✓ to raise awareness of innovation as a means to promote sustainable development;
- ✓ bring attention to regional and local strategies based on creativity and innovation;

- ✓ to place special emphasis on educating the creative spirit, which today takes a value from increasingly significant.

Currently, small and medium enterprises (SMEs), as well as start-ups, are a reality of the global economy, the flexibility and creativity play a much greater role now than ever before. Creative actions, both collective and individual, are materialized, mainly on strengthening the development of small or start-ups (business in 1-2 working). It is recognized that most new jobs come from new and small firms (up to 49 employees including) the stage of development and specialize in producing and promoting new products and services. In this segment of the labor market, we believe that future graduates can find their place, can grow personally and professionally, applying what they have gained through creative education.

Early life stages of a new small businesses – established as the first steps in a graduate career, most difficult, but can lead to success, if any concrete ideas, creative, ingenious, and a product actually engaged innovative, market demanded. In EU countries, of which Romania is part, is given financial and logistical support existing or newly created small businesses to support job creation and economic development. Technical and economic assistance provided by the entrepreneurs from authorities often leads to real benefits in national and local economies.

According to Eurobarometer, published by the European Union, in March. 2011, 47% of Romanians believe that better education and increased training could increase economic performance. It is noteworthy that, on this issue, the percentage registered in Romania is similar to the EU average. After education, the most important measure to overcome the crisis is "to facilitate the establishment of companies, "especially for young people. 32% of Romanian citizens have opted for this option, the EU average being 33%.

## CONCLUSIONS

In the past, companies had resources and ability to defend them, were rich companies. Currently, hanging in balance for skilled labor. In the future, strong companies will be those that can produce, own and control information. They will be mobile society, with highly skilled labor, will provide excellent living conditions of the population (in terms of individual and group security, quality of life, environment etc.). They will fight for supremacy by engaging with all forces in maintaining the technical progress and innovation continue to increase consumer satisfaction, to ensure the best living conditions for the population. Top employees will become "commodity export" and top employers seek more highly skilled employees, competitive, flexible, sustainable and realistic.

Creativity is the key engine of innovation and personal development, employment, entrepreneurial and social welfare of all individuals in society. European Parliament and the European Union adopted in December. 2008, the decision that 2009 be designated the year of creativity and innovation, noting that Europe "needs to strengthen its capacity for creativity and innovation in social and economic reasons to efficiently respond to the economic development of society and to respond effectively to the development of knowledge-based society: innovative capacity is closely linked with creativity as a personal attribute and to be harnessed to maximum, to be disseminated widely among the population". (The logo of the European Year of Creativity and Innovation, 2009)



Romanian upgrading human capital, primarily by increasing the standard of education, should be a priority for the Government. Romania needs to promote organizational great changes that lead to the emergence of economic and social structures supple, with a composition as flattened, including networks of organizations, independent persons, firms dynamic, non-governmental companies, research institutes, universities etc. Also, in Romania it is necessary to develop the communications infrastructure, increased access to the public Internet, to develop e-commerce site, to be trained professionals to become future professionals in the labor market. Creative education system should be implemented urgently and "school" in the generic sense, must support all forms of creativity in all school programs for formal and non-formal education cycle, from preschool to postgraduate level.

*Investing in people* is required, whether it's economic crisis, not budgetary surplus or companies do not profit. Investing in people provides: personal and professional development of individuals, developing a quality education, loyalty and fidelity of employees, reducing or eliminating mistakes and errors in work processes, employee motivation "key" and young entrepreneurs etc. In the long run, lack of management strategies based on investing in people, both at companies and nationally, is a sure path to failure.

Education, in the current European context, must be ensured, in general, school, and through self-education or other educational, non-formal, creative, such as work-shops, round tables, field trips, summer schools, so. Education requires an initiation and ongoing training, as current investments for the future of the individual, and therefore of society. An educated man knows how to see creatively and selectively, combining creative imagination to reality, report this to the past, but in view of the future, understand that life is a competition based on as core and a stop watch." (Tom Butler-Bowdon)

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