

## THE IMPACT OF SME'S CREATIVITY ORIENTATION ON THEIR INNOVATION CAPABILITIES - REALITIES FROM THE WEST REGION OF ROMANIA

Cristian-Dan BIRIȘ<sup>1</sup> ORCID ID: 0009-0005-3793-0695

Valentin-Partenie MUNTEANU<sup>2</sup> ORCID ID: 0000-0002-6689-3492

**Abstract:** *This article analysis the impact of the creativity orientation of a business organization from the Western Region of Romania on its capabilities to innovate in terms of products and services, respectively process. The current study is divided into 5 distinct sections: 1) the introduction presents the regional ecosystem particularities and the opportunity to carry out such a study at Western region level; 2) the presentation of theoretical aspects regarding the implications of creativity at the business level and regarding the different types of innovation; 3) the presentation of the empirical research methodology in which the data were collected from the SMEs in the region with the questionnaire; 4) statistical analysis of the data in order to be able to carry out a series of discussions on their results; 5) conclusions and potential future research directions. The present research aims to contribute to the current state of knowledge in this field, because the importance given to organizational creativity is increasing internationally. Moreover, this topic is of great interest at the national level, as a result of the multiple studies and analyzes carried out. The results of the study this shows us the positive and direct impact of an SME's creativity orientation on its existing innovation capabilities. The utilitarian character of the results of this research is justified by their usefulness for the actors involved both directly at the SME level, such as entrepreneurs or managers, and indirectly, such persons involved in regional ecosystem planning activities.*

**Keywords** – *creative economy; creativity oriented enterprise; product innovation; process innovation*

**JEL Classification:** *M10, M20, O31*

---

<sup>1</sup> West University of Timișoara - Timișoara, România E- mail - [cristian.biris97@e-uvt.ro](mailto:cristian.biris97@e-uvt.ro)

<sup>2</sup> West University of Timișoara - Timișoara, [Romaniavalentin.munteanu@e-uvt.ro](mailto:Romaniavalentin.munteanu@e-uvt.ro)

DOI: 10.29302/oeconomica.2024.26.2.15