

Flexibility for Creativity and Creativity in Sustainable Business

L.V.V.Nagaraju¹, Dr. S. Shyam Sundar²

¹Research Scholar, School of Commerce & Management, Mohan Babu University, Tirupathi.

¹Assistant Professor, Department of Management Studies, G Pullaiah College of Engineering and Technology (Autonomous), Kurnool. rajulvv@gmail.com,

²Sr. Assistant Professor, School of Commerce & Management, Mohan Babu University, Tirupathi.

Article History:

Received: 01-05-2024

Revised: 12-06-2024

Accepted: 30-06-2024

Abstract:

Today in volatile business environment the demand for creativity and Creativity has increasingly become more important to survive, complete and win business battle this research paper explores the role of flexibility in desirableconductive environment to which promotes creative thinking and innovative breakthroughs within the research.

The conceptual frame work of creativity andCreativity, highlighting the concepts and their importance in advancing scientific Knowledge, the paper tells us about the ,new and uniqueideas and transform those ideas into tangible business outcomes.

The paper elucidates the concept of flexibilityin research presenting i.e., flexible ideas andunique adjustment that encourages in risk taking, the study also undergoes the positive impactof diverse perspectives, interdisciplinary team works and predefined baselinemetrics.

The challenges posed by traditional research methods, set of ideas; value the limitations theyforce on the exploration of unconventional ideas. By studying the case studies and also the real-world situations of it provides now the rigid structures can prevent the flow of creative thinkingand makes it difficult in the emergence of new ideas.

Keywords: Creativity, Flexibility, Conductive Environment, Creative Thinking.

1. Introduction

Over the past 5 years, there was an overcoming interest in eco- creativity that is visible as one of the primary challenges of 21st century that always needs to be transformed into new enterprise possibilities. Based totally on empirical evidence, a great barrier to eco-creativity seems to be the reality that environmental improvements are much less marketplace-pushed than different improvements (Horbach, 2007). That is as a result of the negative outside effect characterizing most environmental problems. but, the perceived hazard leading to corporations' passivity in sustainable development has provoked the development of environmental guidelines on nearby and international stage which must stimulate eco-creativity through regulation and several investment schemes.

There is a new attitude rising from the Porter-speculation (Porter, Van den Linde, 1995) that emphasizes the evolutionary creativity principle, more precisely that growing eco-creativitys results in price discount, improves firm' s competitiveness and in the end ends in a win-win state of affairs. on the other hand, putting in environmental regulation and coverage regulations is a reaction to the neoclassic creativity concept which excludes the coexistence of sustainability and monetary overall performance. Consistent with this attitude, environmental improvements constitute not anything but

additional fees. the brand new attitude is primarily based on linking sustainable business fashions, eco-creativity and competitiveness.

This paper is prepared as follows: we begin with a understandable evaluation of foremost definitions, dimensions and determinants of eco-creativity and sustainable business. the second bankruptcy is devoted to eco-creativity business models with a unmarried-case have a look at within the 1/3 chapter, so one can get a deeper view into the success of Tesla cars Inc. commercial enterprise model.

2. Definitions, classification, and sustainable Business.

Defining eco-creativity and sustainable business has already been made via several global and ecu organization in addition to applicable scientists. In contrast to other improvements, eco-creativity can also cause a so-referred to as win-win situation characterized by means of environmental and financial blessings for both, business and society. One of the most referred to definitions became published through OECD and EUROSTAT:

“Sports which produce goods and services to measure, prevent, restrict, limit or correct environmental damage to water, air, soil in addition to troubles associated with waste, noise and ecosystems. This consists of technology, products, and services that reduce environmental risks and minimize pollution.”

OECD and EUROSTAT (1999)

In preferred, definitions of eco-improvements emphasize that those reduce the Envi- ronmental impact due to consumption and manufacturing sports, whether or not the pry- Mary motivation for their development is environmental or the environmental im-provident is a aspect-effect.

Definitions of sustainable improvements cognizance on their capacity to improve sustainability overall performance, where such overall performance consists of ecological, monetary and social criteria (Boons et al., 2012). Obviously, sustainable Business goes past eco- creativity because it includes social objectives and is truly lengthy-term oriented. How- ever, definitions of eco-creativity often reveal the aspects of sustainable development.

Kemp and Foxon (2007) classify wonderful categories of eco-creativity, those which can be environmentally prompted and those which might be normal improvements with Envi- ronmentally effective side-effects.

one of the main traits of creativity is the so-called radicalism. The dis- tinction among radical and incremental creativity can by means of additionally associated with environment performance of eco-creativity (Boons et al., 2012). There are 3 forms of eco- creativitis with unique effect on products and techniques:

Element addition– improvement of additional components to improve environmental high-quality without always converting the procedure,

Sub-gadget trade – implementation of eco-green answers and optimization of sub-structures that aims to use fewer assets and generate less waste and pollution,

machine change remodel of device toward eco-effective answers with focus on the commercial systems and shift from linear systems to closed loop systems in which waste will become input to new merchandise.

Frequently companies aren't willing to innovate specially in case of better risks whilst they may be now not able to recognize the cost saving capability of eco-creativity. dialogue has been advanced about the riding-forces of eco-creativitys and numerous empirical studies courting from 1997 to 2007 display following outcomes (Horbach, 2008):

High quality effect of useful resource charges and environmental expenses on environ- mental improvements

Effective have an impact on of community activities and R&D, development of technological competencies thru establishing a R&D department as an input on environmental creativity

Waste disposal measures and product take-lower back systems are diagnosed as drivers of environmental product creativities

Environmental management tools and the possibility of cost financial savings are essential for the introduction of cleanser technologies

A growth within the predicted demand triggers eco-creativity.

business models for a hit Eco-creativity even though the announcement “collaboration with competitors” (Hamel et al. 1989) has been pronounced many years ago, it never the less counts in all of industries, both within industries or with partners out of doors the enterprise. The idea of commercial enterprise model captures the fact that for a firm to achieve success, it desires to combine several factors into a coherent mix (Boons et al., 2012) which frequently manner cooperation with opponents or companions out of doors the industry.

enterprise fashions became popular in Nineties with the upward push of net-corporations and in a while they became related to the eco-creativity in two exceptional ways: (i) thru the idea of natural capitalism and (ii) the product to provider transfer. Nowa- days, sustainable business version is a key idea in electric mobility which goals to reduce expenses to stop-users.

Inside the literature, there has so far now not been mounted an internationally acknowledged definition of green enterprise fashions or commercial enterprise model for eco-creativity. The time period eco-creativity and furthermore green commercial enterprise version is presently protecting from the greater product and provider oriented views like easy-tech companies that produce e.g. renewable power such as wind and sun energy, resource efficient prod- ucts consisting of electricity efficient pumps, environmental services and so on, to agencies that put in force extra process oriented projects of their agencies or price chain together with environmental I SO-requirements, corporate Social duty (CSR) or inexperienced reporting.

thus far, the maximum commonplace way companies assault sustainability is by using making easy operations’ upgrades. However, the creativity’s required for sustainable development need to transport beyond incremental adjustments and think transformation of large elements of production and intake systems.

corporations still perform in economic structures which can be especially characterised via cultural values and traditional revenue fashions. In addition, eco-revolutionary companies often paintings with conventional marketplace events. Bertens and Statema (2011) determined some of conventional enterprise models that seem to be more suitable to address the boundaries related to eco-improvements (table 1).

Table1: Traditional business models suitable for eco-creativity

Product-service system - characteristic-orientated, aimed at presenting sustainability of production and consumption - satisfying consumer desires inside the most efficient manner each economically and environmentally - focus on presenting offerings instead of selling merchandise	Total cost of ownership - life-cycle oriented, management accounting concept that enables to determine direct and oblique expenses of products or systems - aimed at calculation of total expenses (including social and environmental charges) across all tasks and approaches to convince the consumer of the value of service or product supplied
Public-private partnership - long-time period oriented, operated through a partnership of presidency and one or more non-public zone companies - appropriate for projects with high financial, technical and operational dangers - focus on social and sustainability objectives completed through cooperation between companies and authorities	Sustainable production chains - Underlining the significance of the fee network and the client relation as important component of a commercial enterprise version - include redecorate of the fee chain architecture, to decorate cost advent potential of companies and offer new patron solution

Based on most recent literature on eco-creativity and sustainable Business, it's far possible to pick out two cutting-edge approaches to inexperienced business models (Henriksen, 2012): the incentive models and the lifestyles-cycle fashions (table 2).

Table2: Specific business models for eco-creativities

Approach	Focus	Models identified ¹
Incentive models	- Growing incentives for customers and themselves to use re-resources more efficiently	• Functionalsales • Energy Saving Companies • Chemical Management Systems • Design, Build, Finance, Operate
Life-cycle models	- Greening the value chain, in components or during the whole cost chain.	• Green Supply Chain Management • Take Back Management • Cradle to Cradle • Industrial Symbiosis

3 I nights from a Case look at – Tesla motors Inc.

Tesla automobiles Inc. is a a success US organisation designing, growing, manufacturing and promoting high-overall performance completely electric automobiles and advanced electric powered automobile powertrain components.

Tesla's fulfilment at the production stage is primarily based on partnership with manufacturers inside and outdoor the auto industry.

desk 1 suggests several of the targets of co-improvement and that Tesla vehicles Inc. pursuits with the partnerships.

Objectives of co-development		
Objective	Business requirement	Implication for co-dev design
Increase profitability	Lower cost	Increase volume to spread fixed costs; partner for less-critical components
Shorten time to market	Incorporate already-developed components or subsystems	Seek partners with proven capabilities
Enhance innovation capabilities	Increase the number and variety of front-end technologies	Create strategic research partnerships with universities, research labs
Create greater flexibility in R&D	Share risks with partners	Develop research partnerships in bottleneck areas
Expand market access	Broaden the pathways to market for products and service	Leverage partner's complementary R&D to tailor offerings for new markets

Specifics of Tesla's sales and advertising are as follows:

Employer-Owned sales: organization is promoting cars at once to clients though the network of Tesla stores which might be fantastically seen, top rate shops in primary metro- politan markets a number of which integrate retail sales and service. besides decreasing dis- tribution prices, Tesla believes to offer a differentiated buying experience from the buying experience clients have with franchised automobile sellers and carrier centres.

Reservations: customers are capable of pick out to personalize the arrival of their automobile. potential clients who buy the product to specification are re- quired to go into right into a buy settlement and pay a nonrefundable deposit, which is implemented closer to the acquisition charge of the vehicle. For automobiles purchased at once from showrooms, no deposit is needed. Reservation bills and deposits are used to fund, in element, the operating capital necessities and assist to align manufacturing with demand.

Leasing: because of higher charges of Tesla's cars, Tesla began imparting a leasing alternative to clients inside the America and Canada in 2010. Their strategy offers to clients the option to lease the Tesla Roadster for commonly 36 months, after which period they've the choice of either returning the car or shopping it for a predetermined residual cost. The whole management is outsourced to the 1/3 celebration.

Marketing: The goal of advertising communicate is to generate tremendous media coverage of the enterprise and their motors with low prices. Media insurance and word of mouth have been the primary drivers of Tesla's income leads and enabled to acquire sales without conventional advertising and at fantastically low advertising fees. The organization but makes use of additionally traditional way of advertising which includes product placement in an expansion of media outlets and pay-according to-click advertisements on websites, events wherein vehicles are displayed and verified, and applications applicable to our goal demographics.

client services: these cover business enterprise-owned charging community, technical provider and assurance. Organisation-owned carrier enables technicians to paintings intently with engineers and studies and development groups in Silicon Valley to discover troubles, locate answers, and incorporate improvements faster than incumbent automobile manufacturers.

Strategic partnerships inside and outside industry: Tesla has sturdy strategic or industrial relationships with Lotus, Daimler, Toyota, and Panasonic.

4. Conclusion

Businesses are more and more recognizing that sustainability may be a supply of in- novation which could help them grow to be more aggressive by way of either developing new prod- ucts or services based on new generation (i.e. Genentech and cleantech) or by way of making changes to their enterprise fashions. Furthermore, since the available budgets of govern- intellectual institutions are shrinking and there is a developing stress at the go back of country help, more interest is given to the greater promising eco-improvements in terms of their marketplace capability (Bertens, Statema, 2011).

on this paper, we emphasised that the achievement of eco-innovation is always related to improvement of enterprise models that may assist companies to overcome barriers particular to environmental improvements. The paper offers a listing of several business models which might also help practitioners recognize and make a development on com- martializing the eco-innovations.

The case have a look at has shown a sturdy user orientation. The awesome aggressive element of Tesla vehicles' commercial enterprise model is first off, the way they are capable of collaborate with accomplice outside and inside their own enterprise, secondly, it is miles the very value-powerful sales and advertising version. Their business model combines at least two processes in Favor of eco-creativity – the product-carrier system and the supply chain optimization. The query whether Tesla automobiles will create a brand-new marketplace want and form the patron choices is these days tough to reply because the marketplace of electric automobiles is young and the limitations to triumph over are too excessive. For now, it suggests how an intensive eco- innovation may be effectively advertised way to a well-optimized price-powerful enterprise version.

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