

## **Creativity and Innovation in Product Design as a Competitive Advantage"**

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### **Abstract:**

The rapid changes in the field of science and technology, the phenomenon of globalization and its challenges, the multiplicity of markets, the needs and speed of change, the work in the non- stable markets and the increase of competition in the field of product design and development imposed on the organizations and institutions to improve and develop its performance in all fields to achieve competitive advantage, whether local or World. So in this age, it was interested in the role of innovation and creativity as the value to support the competitive advantages where creativity is one of the most important elements of competitiveness.

The main problem of this research is summarized on the role of innovation and creativity in the field of product design and development to improve the competitiveness of institutions and companies, whether local or global. The research aimed to high light on the importance of innovation and creativity in the field of product design and development to improve competitiveness.

This research which entitled "Innovation and creativity as a global competitive value" use descriptive analytical and deductive approach to achieve this goal through description of some concepts as creativity, innovation, competitiveness, competitive advantage, product design and development. Also, the description of innovation and creativity types, principles, stages and how to develop innovation and creativity culture. By analyzing these information, it was found that the concept of creativity is the reach of creative solution of the problem or a new idea , while innovation is the appropriate application of both. Thus, creativity is associated with a new idea while innovation is a part of implementation or conversion from idea to product , And the creativity in the product is one of the most important types of creativity which intended to create new products for the first time or improve or development of current product through following styles of development of creativity and innovation culture as ( changing, replacing, addition, deletion, merging, comparison, reverse thinking,... etc). The global competitiveness is "The ability to create new and high quality marketable products with speed delivery of the product to the market at a reasonable price, so the consumer want to buy them anywhere in the world". The quality competitive is one of the competitiveness types, which includes in addition to the quality and appropriate, the element of technological creativity, the country with innovative and good quality products, and the most convenient for the consumer is able to export the commodity even it has the higher price than other competition goods. In addition , the competitive advantage arises as soon as the institution reach to the discovery of new and more effective ways to those used by competitors, by another meaning, as soon as the institution reach to innovation process, weather in product, service, or other areas and the ability of innovation is a renewable source of competitive advantage. The management of research and development in institutions and companies is concerned with the process of product design and development, which is mainly, depends on the knowledge that should be available to the designer to reach the creative ideas. As a result of this analysis, the importance and the role of creativity and innovation in the field of product design and development to improve the competitiveness of enterprises and companies weather local or global was devised

The most important results of this research are: the creativity is one of the most important elements of competitiveness especially in the field of product design and development; developing creativity and innovation culture for designer facilitate his mission in creation and innovation of new products achieving a quality competitive advantage for institutions and companies and emphasizing the importance of designer experience or knowledge and its role in developing creativity and innovation culture.