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## **Role of Career Advancement: Ensuring Creativity and Innovation in Indian Growth Story**

**Dr. Meenakshi Anand**

Senior Assistant, Department Financial Studies, The IIS University, Jaipur, Rajasthan, India

**Ragini Shrimali**

Research Scholar, The IIS University, Jaipur, Rajasthan, India

**Abstract:**

*Career advancement plays an important role in lifelong process of managing, learning, working, leisure and transitions in order to move toward a personally determined and evolving preferred future along with development of creative and innovative skills as strength of a person in performing any task. The purpose of paper is to highlight the role of career advancement which is ensuring creativity and innovation and study is based on secondary evaluations and tangibility of career advancement as an extreme requirement for today's youth. Various articles have been reviewed along with case studies and examined that how career advancement can ensure creativity and innovation in reinventing the Indian growth story.*

**Keywords:** Career advancement, creativity, innovation and Indian growth

### **1. Introduction**

Career advancement includes the area of career development, area of occupational psychology and area which offers a great deal of job satisfaction. Its role is innovative and creative in career planning which is a most important aspect of human resource management to plan career, to get ahead in job and to get promotions. According to Charles Brower; a new idea is delicate. It can be killed by a sneer or a yawn. It can be stabbed to death by a quip and worried to death by a frown on the right man's brow and according to Flippo; a career is a sequence of positions held by a person during the course of lifetime. It comprises of a series of work related activities that provide continuity, order and meaning to a person's life.

Creation of knowledge for example through research and development is not sufficient for growth but over the last couple of decades it has become clear that new knowledge must be coupled with a capability. This shift focuses towards putting knowledge into practice by the organizations for Indian growth. Creativity and innovation network aims to support such transitions through collaborations among scholars from a wide range of universities in India and as well as through collaborations with practitioners and external organizations. Creativity and Innovation management fills a crucial gap in the literature between strategy and research for Indian growth. It gives managers insights to introduce innovation within their organizations and accelerate the development of creative performance in their staff. Career advancement unites organizations, human resource planning with the individual career needs and motivates the employees identify themselves fully with the organization to ensure expected level of organizational commitment. Career advancement is used as a managerial technique for mapping out the entire career of employees from employment stage to retirement stage. In today's business world creativity and innovation have become a core driver of growth, performance and valuation. It helps individuals in understanding organizational creativity by creation of a new product, service, idea, procedure and process for the workers working together in a complex social system and it is vital for the innovation process of a company as it serves as a mainspring especially at the early beginning of an innovation. Innovation is considered as the practical application of ideas which are created as factors for achieving competitive advantage and long-term success in reinventing Indian growth. It involves discovery, development, planned employment and reemployment. Career advancement includes following steps:

- Preparation of human resource inventory.
- Identifying individual career needs.
- Analyzing career opportunities.
- Matching of employee's need with career opportunities.
- Formulation and implementation of training and development programme.
- Review of career plan.

Career advancement can be used as a skill to reinvent growth in India along with creativity and innovation, which can help Indian government, entrepreneurs, industrialists and organizations to lead India in best countries of the world in the upcoming years.

## 2. Review of Literature

Review of literature can be defined as a summary of the current state of knowledge in a particular field. Various relevant reviewed literatures related to the study are as follows:

- Munjuri Gacheri Mercy (2011), in their paper “Factors Affecting Career Advancement” mentioned that career plateau which involves employees stagnating temporarily or permanently in their careers is a serious career management problem that many employees are facing. This not only affects individual employees in terms of reduced morale, but organizations as well due to decline in productivity. It also discuss that all the factors like job performance, gender and human capital characteristics seem to have a significant impact on career advancement. Organizations have roles to play in assisting employees to reflect on their existing expertise, assess current work practices, and develop and pursue strategies for competency development and career advancement.
- Barsh Joanna, Capozzi Marla M. and Davidson Jonathan (2008), in their paper “Leadership and Innovation” discussed that more than 70 percent of the senior executives say that innovation will be at least one of the top three drivers of growth for their companies in the next three to five years. Other executives see innovation as the most important way for companies to accelerate the pace of change in today’s global business environment and leading strategic thinkers are moving beyond a focus on traditional product and service categories to pioneer innovations in business processes, distribution, value chains, business models, and even in the functions of management.
- Heskett Jim (2007), in his paper “What is Management’s Role in Innovation” mentioned that management contributes to innovation and creativity. It suggests what kinds of changes will be necessary to allow managers to add value to the creative process and ways of providing incentives to the innovators of the world organizations possibly by facilitating the market that mediates resources between investors and innovators.
- Hanna Julia (2006), in her paper “Career Advancement without Experience” examined that stretch work fits with an individual’s previous experience and yet extends their skills in a new direction. Stretch work can help workers to bridge the gap for a more rewarding position and enable them to manage and advance their careers in the less predictable world of contract labor. The researchers identified four successful tactics for obtaining stretch work they were differentiate competence, acquire referrals, framing and bluffing and discounting.

## 3. Objectives of the Paper

This paper consists of the following objectives:

- To study the role of creativity and innovation in India.
- To identify the factors of career advancement involved in creativity and innovation.
- To find out the ways by which creativity and innovation can be made more essential for Indian growth.

## 4. Research Methodology

Research methodology is the search for knowledge through objective and systematic method of finding a solution to the problem.

In this research paper the secondary data sources were used. The information is collected from already published sources like books, various journals and government policies for studying the objectives and deriving conclusions.

### 4.1. Present Scenario of Creativity and Innovation in India

Nowadays, for creating or improving the work every organization, business or industry follows creativity and innovation more efficiently in achieving growth. They always appreciate its open learning and innovation promotion culture. Their main challenge is not only to launch a new idea or technology into the market but also to envision its true potential and make it reach to its customers. In the current market scenario with a demanding need of innovations Indian businesses are learning to copy faster or deciding to design capabilities for the future by collaborating with academia. And engineers and managers are learning to design new products for their customers. Creativity and innovation technique allows India to strengthen their policies in collaborative works not only locally but also internationally. Such networks can be started individually, but to flourish further and to make networking between employees at the international level for this sustainable organizational support in terms of financial resources is needed along with organizational support in the forms of flexibility in work, transparency in promotional structure, career planning and rewards which will help employees to advance their careers in India for its growth.

### 4.2. Factors of Career Advancement Involved in Creativity and Innovation

Career advancement prospects are ranked high in the order of importance for every enthusiastic Person, entering into a profession. Career advancement is relatively a new personal function. It is a formal, organized, planned effort to achieve a balance between individual’s career needs and organizational workforce requirements. Organizational involvement in career advancement is increasing and it is affected by the following factors: Job performance, Contextual performance, Gender, Characteristics of human capital, Mentors, Networking and commitment to development, Commitment to career development and career orientations, Satisfaction with the psychological contract, Selection criteria and methods, Organizational technology, Human resource planning and Organizational

restructuring. Career advancement ensures creativity and innovation by expanding skills and responsibilities for reinventing strategies of business to address opportunities and contemporary issues arising due to the changing environment of Indian economy and it discusses about the challenges of corporate sector in India's growth. Its factors play a significant role in creativity and innovation for an employee through:

- Internationalization of new and existing organizations.
- Diffusion and commercialization of knowledge.
- Fostering and managing creativity.
- Social entrepreneurship.
- Developing different creative approaches for business development.
- Innovation management.
- Creativity in product development and branding.
- Marketing approaches.
- Entrepreneurial management.

Due to this career advancement is considered as an important factor specifically in determining goals, self-development, increasing productivity, increasing availability of talent, promoting organizational image, attracting and retaining talent and protecting interests of employees. For this the timing of evaluation of employee's performance must be frequent which helps to know where they stand so far as their performance is concerned and by assisting them and providing guidance for the purpose of achieving higher development, determining how to reduce dissatisfaction, observing the manner by which country can provide the career advancement which is desired by the them and determining the way by which it can meet career aspirations.

#### 4.3. Creativity and Innovation Essential for Indian Growth

Career advancement contributes in enhancing creativity and innovation that monitors reinvention in Indian growth. A further impetus to career planning is the needed for India to make the best possible use of their most valuable resources that is the people in a time of rapid technological growth and change. Basically career advancement practices are designed to enhance the career satisfaction of people and to improve effectiveness in creativity and innovation in India. There are various recommendations regarding ways by which creativity and innovation can be made more essential for Indian growth:

- In India all organizations, institutions, industries and even many business organizations should have their own career advancement schemes to obtain creativity and innovation in work which will contribute to the growth of India.
- People can narrow the gap between their past experience and future capabilities by following successful tactics for obtaining stretch work strategies like to differentiate competence, acquire referrals, framing and bluffing and discounting.
- In order to be creative and innovative individuals should think beyond the invisible frameworks that surround problems by developing and adapting ideas from more than one source, transferring technology from one field to another, exploring thought processes and the key elements of the mind at work in analyzing, valuing, synthesizing and stimulating own curiosity and along with developing skills of observation, listening, reading and recording.
- Individuals may develop the technique of brainstorming that is generating new ideas for becoming creative and innovative.
- Top teams can help build a more innovative culture in several ways by embracing innovation as a top team, turning selected managers into innovative leaders and creating opportunities for managed experimentation and quick success.
- For future development people must develop various skills in technical writing, research methodology, computer and statistics, knowledge about the publication process, ability to generate innovative ideas and knowledge about funding sources.

#### 5. Conclusion

Creativity and innovation remain today vital ingredients for the success of any organization and it has become an increasing challenge for many large organizations to encourage and stimulate the generation of new ideas and new innovations that can benefit not only the organization but also individuals. In today's competitive consumer driven markets innovation is often described as 'the power of taking new ideas for satisfying consumers increasingly sophisticated needs'. This paper discusses about various aspects which allow managers to add value to the creative process and provide incentives to the innovators conversation with the superiors, asking for more work, sharpening skills, becoming innovative, expanding network, keep on learning, building reputation and self-promotion for career advancement. Organizations have different roles to play like assisting employees to reflect on their existing expertise, assessing current work practices, developing and pursuing strategies for competency development and career advancement. So by enhancing creativity and innovation in the companies as well as in the organizations can help to accelerate the pace of change in today's global business environment in next three to five years for the growth of India.

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