
RESEARCH ARTICLE

Exploring Innovation, Creativity, and Employment in Public Universities of Afghanistan

Ziarahman Amani¹ ✉ and Sarwanaaz Sarmashq²

^{1,2}English Language and Literature Department, Faculty of Humanities and Literature, Baghlan University, Afghanistan

Corresponding Author: Ziarahman Amani, **E-mail:** ziamozia19@gmail.com

ABSTRACT

This article focuses on the concepts and basics of innovation, creativity, and employment in universities. Creativity, in general, means the ability to combine ideas in a unique way or create an unusual connection between ideas. Some people believe that creativity is innate; others believe that every person can become creative through education. Creativity means offering new ideas and plans to improve the quantity and quality of university activities, which is very effective and useful. For example, increasing productivity, increasing products or services, reducing costs, promoting products or services in a better way, creating new products or services, etc. Universities are the place of innovation, creativity, and employment. From here, with creative thought, a person determines and defines his future job. The findings indicated that universities should not only be a place to finish education and get a diploma but should be a place to create artistic and professional jobs for people and their communities, and therefore, to research such ideals, it is the university that should make people own professions and arts. The slogan of the universities should be good education and better jobs, and prove this through the presence of innovative and creative people. In universities, there is hope for a better tomorrow with a good perspective and practical, scientific, sustainable, and considered steps that will be taken, and this is only possible through the existence of scientific, innovative, and creative people. Every type of innovation and creativity that will produce a job tomorrow should be supported in universities; even if a person writes a new and original article about a good scientific topic and has a useful idea about it, praise and encourage the person.

KEYWORDS

Innovation, Creativity, Employment, Society, University.

ARTICLE INFORMATION

ACCEPTED: 25 May 2024

PUBLISHED: 10 June 2024

DOI: 10.32996/ijaas.2024.3.1.9

1. Introduction

One of the effective factors in the occurrence of innovation and creativity in a society is to create a foundation among people in order to create a culture in which everyone is trying to grow others, and by influencing each other, they contribute to the progress of society.

One of the necessary conditions for the emergence of new thoughts is the existence of peace in the brain. For this reason, it is necessary for people to try to create conditions in society in which the brain can think and evolve, become the cause of new thoughts, and provide the conditions for building society. By increasing ethical deposits, conditions can be provided for the formation of a calming environment in society. The reduction of moral deposits in society causes the ground for the separation of social relations to expand, and with the loosening of social bonds, the necessary conditions for the emergence of creativity in society become more difficult because there will be no opportunity to think.

From this point of view, creative people first get acquainted with a problem or an opportunity and then get involved with the problem or opportunity through collecting information. In the next stage, creative people focus on the problem; in this stage, tangible activity is not observed, and the person tries to organize his thoughts, experiences, and previous backgrounds in order to

achieve an idea. Deep mental involvement of the person (consciously and unconsciously) providing the opportunity to think about the problem leads to the creation and emergence of a new and original idea. Finally, the creative person tries to prove the competence and potential of his idea. Therefore, universities should help people achieve their desires and treat them so that people with good and special abilities will graduate from their field by obtaining a diploma and tomorrow will be able to be useful for society and its people and do the most beneficial work. Do it with good order and peace among the people and feel happy about it.

1.1 Statement of the Problem

In order for people to think in universities, an environment must be created in which ideas and thoughts can be expressed. One of the very important and attractive methods of cultivating human personality, as well as creativity, innovation, and even social growth, is listening to the opinions of others, and without a doubt, people who are good at opinion and consultation have more wisdom and thought, and those who are not good at it. The role of the university in the collections where creativity and innovation are essential, and the main factor is very important and sensitive because the university can promote and encourage the ability and talent of creativity and innovation in people, or their behavior and performance can Prevent this vital thing. The art of the creative manager is to use the creativity of others and find creative minds. The creative manager must create an environment where he can be creative and stimulate other people to be creative. This is an environment that is far from everyday work, and in a way, it delegates authority so that everyone can solve their own problems.

1.2 Research Methodology

This research was intended to explore innovation, creativity, and employment in the public universities of Afghanistan. The researcher used library research to collect the data. In addition, the researcher has attempted to use updated resources to complete the study and find answers to the objective. The researcher has used Iranian resources. As the topic suggests, the study has been carried out about Afghanistan, so Iranian scholar mostly do their research about Afghanistan because, in Afghanistan, people are not interested in doing studies about Afghanistan because they do not have sufficient Afghan references.

1.3 Research Questions

1. What is innovation and creativity?
2. What kind of innovation and creativity should a person try to do in universities?
3. How should universities work to research and identify their creative and innovative people?
4. How can universities become a source of unemployment and employment?
5. Does a person's creativity have anything to do with determining their employment or not?
6. What should be the level of innovation, creativity, and employment in universities?
7. What should be the performance of responsible persons in order to praise creative people in universities?
8. With which approach and mechanism do universities have their innovative and creative people to cheer up?
9. How should universities support creativity and employment in a circuit-oriented manner?

2. Literature Review

To be honest, until now, in the universities of Afghanistan or in this country, those who have done written work on this subject (innovation, creativity, and employment in universities) under the same title, and maybe the research was carried out in a haphazard way. And now we also mention those who, of course, have discussed this matter before us: Jamshid Mastor has an article called: (Innovation in scientific life) which has mentioned a little about this matter. (Innovation and the university; a reflection on the formation and development of an innovative university) by Tayiba Mousavi and Samia Sahibi. Tajri Mujtaba research (1391) under the title: (Innovative university as a necessity of the present era) is also among those who have researched this issue, but this essay is perhaps, if not the first, but the second, in the category of research in this field that the author has addressed it.

2.1 What is creativity and innovation?

There are many definitions of creativity. Here are some important definitions:

- Creativity means trying to create a purposeful change in the social or economic power of an institution.
- Creativity is the application of mental abilities to create a new thought or concept.
- Creativity means the ability to develop or create a new idea or idea in management, such as creating a new product.
- Creativity is taking a new path or taking a previously taken path in a new way. (14-13:6).

In their research, Robert J. Sternberg and Lindy O'Hara identified six factors as effective in people's creativity:

1. **Knowledge:** having basic knowledge in a limited field and gaining experience and expertise over many years.
2. **Intellectual innovation:** the ability to present creative ideas through redefining and making new connections in issues.

3. **Thinking style:** Creative people generally choose the creative thinking style in front of the method presented by the organization and senior management.
4. **Motivation:** Creative people are generally motivated to implement their ideas.
5. **Personality:** Creative people generally have personality traits such as being resistant to external and internal pressures and being resistant to the temptation of being the same as the crowd.
6. **Environment:** Creative people are generally more likely to emerge in supportive environments. (12-11:4).

2.2 The characteristics of innovative, creative, and job-creating people in universities

Psychologists have tried to determine the characteristics of people who have a high level of innovation, creativity, and employment in the university environment, (Stiz) has stated the following factors for the mentioned people:

- Mental and cognitive health: the ability to create a large number of ideas
- Perceptual flexibility: the ability to give up a rule and mental framework.
- Initiative: the ability to create and present new proposals.
- Preferring complexity over simplicity: paying attention and considering new challenges of complex issues.

Independence of opinion and judgment: being different from colleagues in presenting new opinions and ideas.

Continuous perseverance: Innovative, creative, and job-creating people in universities are always looking for work, not after political intrigues and games or ethnic divisions; they don't think about anything else except studies and perseverance.

Some others have mentioned the characteristics of innovative, creative, and job-creating people in universities as follows:

- **Mental characteristics:**
 - Curiosity
 - Giving many ideas about an issue
 - Presenting unusual ideas
 - Serious attention to detail
 - Accuracy and sensitivity to the environment, especially to the points that are considered normal in the eyes of others
 - Critical spirit
 - Willingness to experiment
 - Positive attitude toward innovation
- **Emotional characteristics:**
 - Peace and comfort
 - Funny
 - Interest in simplicity and carelessness in clothing and various aspects of life
 - Encouragement and hope for the future
 - Ability to communicate deeply and sincerely with others
 - Self-confidence and self-respect
 - Courage
- **Social characteristics:**
 - A step forward in accepting and facing problems
 - Responsibility and the ability to organize various activities
 - The power to gain the trust and confidence of others. (18-17:2).

2.3 Types of Innovation

There are four types of innovation:

- Product or service innovation
 - Process innovation
 - Marketing innovation
 - Management innovation
1. **Product or service innovation:** leads to new products or services or improvement of previous products or services.
 2. **Process innovation:** results in improved processes in the organization (for example, in operations, human resource management, or finance). The emphasis of this innovation is on improving effectiveness and efficiency.

3. **Marketing innovation:** related to marketing, advertising, pricing, and distribution functions as well as product functions such as packaging or advertising (apart from product development).
4. **Management innovation:** It improves the way of university management. (27:3).

2.4 What are the characteristics of a university with innovative, creative, and job-creating people?

Some of the characteristics of a creative university are:

The competition is perfect and intensive: creativity takes place in a university if perfect competition prevails in it.

Culture: One of the major factors that contribute to the growth of innovation, creativity, and employment in universities is the culture of the people. Based on a good culture, it is obvious that in such a suitable platform for competition, dynamic and good creativity is formed better.

Smartness of creative professors: Professors in universities believe that knowledge is abundantly scattered at the university level, and they can easily receive the thoughts and opinions of others directly and without intermediaries.

Respect for people: Another characteristic of creative universities is respect for people, and they believe that they can grow along with the needs of the university.

Providing public services: The ultimate goal of this university is to pay attention to the needs of the community and to satisfy the people.

Expertise: In the creative university, people do not have special expertise and they have the possibility to have a job rotation to be in the right position.

Employees' relationship with the university: Permanent and long-term relationships of the employees with this type of university and, as a result, their job security is one of the other characteristics of these universities.

Encouraging and persuading: Universities should constantly encourage and encourage their creative and innovative people, and this will cause those people to be interested in improving the atmosphere of that university, and they will constantly strive in this direction.

Holding consecutive conferences: Another important thing in the field of developing innovative people's thoughts is to use their words in a collective conference in order to change the educational process in universities so that others can also communicate with this work. (22-21:1).

2.5 The role of universities in the growth of innovation, creativity, and employment

The role of a university in the collections where creativity and innovation are essential, and the main factor is very important and sensitive because the university can create, promote, and encourage the ability and talent of creativity and innovation in people, or the behavior and performance of university officials can make this vital matter alive. The art of a creative person is to use the creativity of others and find creative minds. A creative university manager should create an environment where he can be creative and stimulate university people to be creative. This is an environment that is far from everyday work and somehow delegates authority so that everyone can solve their own problems. (35:5)

In order for people to think in a university or any other scientific institution, an environment must be created in which ideas and thoughts can be expressed. One of the most important and attractive methods of cultivating human personality, as well as creativity, innovation, and even social development, is consultation. Without a doubt, people who are good at consulting have more intelligence and thought, and those who are not good at it do not benefit from this privilege. A creative university depends to a large extent on the creativity of its staff. Therefore, in many universities, from the president of the university to the heads of departments they are not creative, and they cannot create an innovative and creative atmosphere in the universities. There are still many professors in our classrooms who read from books, give notes to students, and teach with an old and classic method, and none of them have creativity and innovation at all and only earn a living, of course, in Such a situation cannot create a creative university, nor can creative people be created under the hands of such professors, so that our professors do not think about innovation and creativity in universities, we will never have a creative university, the professor must be creative to A creative university should be created. In our current situation, if we want a creative university to be created, we should rejuvenate the universities, attract new and expert staff, and retire old professors who are not creative. Let's try to have an innovative, creative, and job-creating scientific institution that will meet the needs of our people. (20:7).

2.6 Techniques for developing innovation, creativity, and group employment in universities

Universities can seriously and continuously use all kinds of techniques to develop group creativity. These techniques are as follows:

2.6.1 Brainstorming

One of the most common techniques in creating creativity and activating thoughts in a group is the technique of brain activity. In this technique, a problem is presented to a small group, and they are asked to react to it immediately and quickly and find an answer. The answers are written on a board so that all members of the meeting can see them. This makes the minds of the members more active, and a spark from one mind makes the minds of others bright. The first reason for the effectiveness of brain activity is to increase the power of creativity in a group. People in a group mode show more creative imagination than in an individual mode. Competition is another factor that increases effectiveness in nutritious movement sessions. Also, the absence of criticism and quick evaluations allows the members of the meeting to express their opinions freely and creates a favorable environment for creativity. Another point that can be mentioned in the effectiveness of brain activity is the spontaneity of opinions. Everyone should gather at the board table and, think about a single issue and express their opinion.

Group work at a table creates innovation, and most successful innovators are simple and focused. They take steps in the direction of specific, clear, and precise design. In the process, they create new customers and new markets. After all, innovation often involves more work than genius. As Thomas Edison once said: "Genius is 1% inspiration and 99% sweat." In addition, it is rare for innovators to work in more than one field. Edison also worked only in the field of electricity. (38:8).

2.6.2 Full Praise

Universities and the approach of managers and professors in the university should not only condemn, blame, and kill talent; if a student writes a good poem, he will be praised and encouraged, and this will help in the fruitfulness and growth of the university. In the study of the number of successful universities that have witnessed an improvement in the level of innovation and creativity, it can be concluded that these universities design more products and new ideas from their own resources compared to less successful universities. They use more efficiently and effectively, advertise and sell their products and people more creatively, and have more effective management. Instead of condemning, full praise should be institutionalized in universities, and this will create a creative university and create many creative people. The meaning of innovation is that creativity has been manifested and has reached the stage of action; in other words, innovation means realized creative thought. Innovation is the presentation of new products, processes, and services to the market; Innovation is the application of mental abilities to create a new thought or concept. (43-42:9).

2.6.3 Dispute

Based on extensive research and from the text related to this article, we can say that according to the structural variables, we can express the three pillars, innovation, creativity, and employment in universities, in one way. First, mechanistic structures have a positive effect on innovation because their work specialization is lower, they have fewer rules, and the lack of concentration in them is more than mechanistic structures. They also increase flexibility, adaptability, and trust, which make it easier to adopt innovations. Second, easy access to abundant resources is a key factor in innovation. The abundance of resources gives managers the ability to afford innovation and accept failure. Finally, communication between units helps to break possible barriers to innovation by accelerating the interaction of organizational lines. Of course, none of these three variables can exist unless senior managers are committed to these three factors.

In the category of human resources, we find that innovative universities actively encourage the education and development of their members' knowledge as it is up-to-date. They provide their employees with a high level of job security to reduce the fear of being fired for making a mistake and encourage people to be flexible. When a new idea evolves, the pioneers of change actively and enthusiastically elevate and support the idea, overcome problems, and ensure that the innovation will reach the brick stage.

3. Conclusion and Findings

My findings from writing this scientific work indicated that there is no culture of admiration and appreciation for people who are innovative, creative job-creators in the universities of Afghanistan. Rather, they are also treated with disrespect. There are countless creative and innovative scientists in universities, but there is no motivation, and therefore, their work remains anonymous. Creativity and employment in universities are considered the most important pillars for change, which is actually related to the progress of society; universities should value their knowledgeable and expert people and seek advice from them in advancing scientific affairs.

From the research that was conducted on the topic (innovation, creativity, and employment in universities), it can be said that in many cases, on the one hand, people are not aware of the ability and talent that they have, and that is why they never do anything, there are people who doubt their abilities and talents and do not have the courage and necessary self-confidence to do and

express their opinion and think that every idea they have in their mind is either wrong or not worth much to express it, and if they express it, they are mocked and ignored by others, that's why they never share their opinions and don't believe in themselves, and this causes lack of self-confidence and a sense of low self-esteem and humiliation. Perhaps it can be said that many people think and live in a specific framework; change in their lives has no meaning; they have drawn a circle of security around themselves and do not come out of this circle; they live according to what people say and what are their opinions and they don't pay any attention to the world and the changes that happen around them. Therefore, a person should change himself and not make his life dependent on this and that and make efforts to use and discover his abilities.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Ahmadpor, D. M. (2005). Entrepreneurship. Tehran: Pardis Company.
- [2] Alwani, M. (2002). General management. Tehran: Nashar Ni Press.
- [3] Aqaie, S. J. (2006). Organizations of Entrepreneurship. Tehran: Education center of governmental office.
- [4] Dabinz, S. (2008). Academic major named creativity. Sayed Saleh Wahidi (trans), Tadbir Magazine, 43.
- [5] Junsin, K. (2010). How creativity is destroyed. Hussain, Ahad (Trans), Tehran: Razi Press.
- [6] Mohammadi, N. (2005). General concepts of creativity. Tehran.: Qum Press.
- [7] Neli, A. A. (2001). Creativity & innovation in organizations. Tehran, Tadbir Magazine, 85.
- [8] Nowrozi, Y. (2007). Good life and excellent employment. Tehran: Lalah Press.
- [9] Steven, P. R & Devid, A (1999). Creative substantiations. Deba Shekahi, (Trans), Tehran: Negah Press.