

Female Entrepreneurship and the Componential Theory of Creativity in Business

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Management Theory

Organizational Theory

- Structuralism, Behaviorism, and Transformational Leadership
 - Instrumental, Political, Integrative, and Ethical Theories resulted in CRM
 - Upper Echelon resulted in Decision, Behavioral, and Social Theories
 - Leadership and Management combined resulting in Team Theory and Social Networks
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- Transitioned from a group mindset to Individuality
 - Change Management resulted in Organizational Theory with Chaos Theory

Theory of Creativity

Componential Model

- Creativity is a concept from the 13th century (Kaufman, 2019).
 - The idea of “creation” was associated with God.
 - Over hundreds of years, creativity was associated with the divine and not the human.
 - Creativity is now viewed as the “hallmark of our modern . . . and capitalistic society” as it relates to the business actions of a human, the female entrepreneur.
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- Skills, processes in creative thinking, intrinsic motivation, and social environment results in synergistic action. ~ 1983, Amabile.
 - The model was revised to include innovation in 2016. The female entrepreneur can gain a sense of progress, meaningfulness, affect, and extrinsic motivation.

How I
discovered the
foundational
Componential
Theory of
Creativity . . .

