PSYCHOLOGICAL FACTORS DETERMINING CREATIVITY IN PROFESSIONAL ACTIVITY

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Abstract. This article analyzes the psychological factors determining creativity in professional activity and their influence on the development of professional competence. In modern society, creativity has become one of the essential qualities required for effective professional performance and innovative problem-solving. The study examines the role of motivation, cognitive flexibility, emotional stability, communication skills, self-confidence, and reflective thinking in the formation of professional creativity. The article also highlights the importance of innovative educational environments and interactive pedagogical approaches in strengthening creative abilities among future specialists. The research concludes that creativity development depends on both psychological readiness and supportive educational conditions.

Keywords: creativity, professional activity, psychological factors, motivation, cognitive flexibility, innovative thinking, professional competence, emotional stability, communication skills, reflective thinking.

Introduction. Modern professional environments require specialists who are capable of independent thinking, rapid adaptation, innovative problem-solving, and effective communication. The rapid development of science, technology, and globalization has significantly changed the demands placed on professionals in different fields. Today, professional success depends not only on theoretical knowledge

but also on creative abilities that allow individuals to generate original ideas and approach problems from different perspectives. Therefore, creativity has become one of the central issues in psychology, pedagogy, and professional education.

Creativity in professional activity can be defined as the ability to produce innovative solutions, apply knowledge in unusual situations, and demonstrate flexibility in thinking and behavior. Creative specialists are more likely to introduce innovations, improve work processes, and contribute to organizational development. Psychological studies show that creativity is closely connected with cognitive, emotional, motivational, and social factors influencing personality development.

In recent years, educational institutions have increasingly focused on developing creative competencies among students and future specialists. Traditional educational systems based mainly on memorization and reproduction of information are gradually being replaced by innovative pedagogical approaches that encourage independent learning, collaboration, experimentation, and critical thinking. Such changes are especially important because creativity is not considered an innate ability belonging only to a limited group of people. Modern psychological theories emphasize that creativity can be developed through appropriate educational conditions and psychological support.

Professional creativity is particularly important in educational, technological, managerial, and scientific fields where specialists constantly face complex and changing situations. Employees capable of creative thinking are more effective in adapting to professional challenges and introducing new approaches to solving practical problems. However, the development of creativity depends on multiple psychological factors that shape an individual's intellectual and emotional behavior.

The purpose of this article is to analyze the psychological factors determining creativity in professional activity and to identify their role in developing professional competence and innovative thinking among future specialists.

Materials and Methods. The research was conducted using theoretical and qualitative analysis of scientific literature related to psychology, pedagogy, creativity, and professional development. Modern psychological theories and pedagogical approaches concerning creativity formation were comparatively studied and analyzed.

Descriptive, analytical, and comparative research methods were applied to determine the main psychological factors influencing creativity in professional activity. The study also examined practical educational experiences connected with the development of creative competencies among students and professionals.

Special attention was given to cognitive, motivational, emotional, and communicative aspects influencing creative behavior in educational and professional environments. Scientific publications, pedagogical manuals, and psychological studies published in recent years were used as the main theoretical sources of the research.

Results and Discussion. The analysis showed that creativity in professional activity is influenced by a complex combination of psychological factors interconnected with personality development, intellectual processes, and emotional stability. One of the most significant factors determining creativity is motivation. Psychological research demonstrates that individuals with strong intrinsic motivation usually display higher levels of creativity because they are interested in the learning and working process itself rather than external rewards alone. Such individuals are more willing to experiment, search for alternative solutions, and overcome difficulties during professional activities.

Cognitive flexibility is another important psychological factor related to creativity. Creative individuals are capable of analyzing problems from different perspectives and generating multiple ideas for solving a single task. Divergent thinking, imagination, and intellectual curiosity contribute significantly to professional creativity. Specialists who possess developed cognitive flexibility adapt more easily to changing professional conditions and demonstrate higher levels of innovation.

The study also revealed the important role of emotional stability in creative professional activity. Professional environments often involve stress, uncertainty, and responsibility, which may negatively affect intellectual productivity. Individuals with emotional self-regulation skills are better able to maintain creativity and effective decision-making under pressure. Positive emotional states such as optimism and confidence stimulate intellectual activity and openness to new experiences, while fear and anxiety may limit creative expression.

Self-confidence and independent thinking were also identified as essential factors influencing creativity. Professionals who believe in their abilities are more likely to express original ideas and participate actively in collaborative activities. Fear of criticism or failure often suppresses creativity because individuals avoid presenting unconventional opinions. Therefore, psychologically supportive educational and professional environments are necessary for encouraging innovation and independent thinking.

Communication skills and social interaction significantly influence creativity development as well. Collaborative learning and teamwork create opportunities for exchanging ideas and discussing alternative viewpoints. Through communication with others, individuals broaden their perspectives and improve critical and analytical thinking abilities. Educational environments encouraging open discussion and cooperation usually demonstrate higher levels of creative activity among students and professionals.

Another important factor influencing creativity is reflective thinking. Reflection allows individuals to evaluate their experiences, analyze mistakes, and identify effective strategies for improvement. Specialists capable of self-analysis are more likely to improve professional competencies and develop innovative approaches to solving practical problems.

The research also demonstrated that educational conditions strongly affect creativity formation. Traditional teacher-centered methods based mainly on memorization often limit students' activity and imagination. In contrast, innovative pedagogical approaches such as brainstorming, project-based learning, role-playing activities, interactive discussions, and problem-solving tasks contribute significantly to creativity development. These methods encourage students to think independently, analyze situations critically, and apply knowledge creatively.

Modern professional activity increasingly requires interdisciplinary thinking, adaptability, and innovation. Therefore, creativity should be considered not only a psychological characteristic but also an essential professional competency necessary for successful adaptation in contemporary society. Specialists who combine professional knowledge with creative abilities are more capable of solving social, technological, and organizational problems effectively.

The findings confirm that creativity development depends both on individual psychological characteristics and on supportive educational and professional conditions. Institutions that encourage free expression of ideas, experimentation, collaboration, and emotional support create favorable environments for strengthening creative competencies among future specialists.

Conclusion. Creativity is one of the most important competencies determining professional effectiveness and innovative activity in modern society. The research demonstrated that creativity in professional activity is influenced by several interconnected psychological factors including motivation, cognitive flexibility, emotional stability, self-confidence, communication skills, and reflective thinking.

The study also confirmed that creativity can be effectively developed through innovative educational environments and interactive pedagogical approaches that encourage independent thinking, collaboration, and experimentation. Educational institutions and professional organizations should therefore pay special attention to

creating psychologically supportive conditions that stimulate creative potential among future specialists.

Developing creativity contributes not only to professional success but also to intellectual growth, social adaptation, and lifelong learning. Consequently, strengthening psychological and pedagogical mechanisms for creativity development remains one of the most important directions of modern education and professional training.

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