

# Chapter 1

## Interventions to Enhance Creativity in the University Context: A Systematic Review in the Economics and Business Administration and Management Area

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### ABSTRACT

*The development of creativity in the area of economics and business administration and management at the university level and searches for possible programs or interventions have increased exponentially in recent years. However, no reviews analyzing interventions have been published. The objective of this review was to analyze systematically the development of creativity through the different intervention programs carried out at the university level in the area of economics and business administration and management. A systematic review of PubMed, Web of Sciences, and Scopus was performed according to the PRISMA guidelines. Of the 375 studies initially identified, 15 were fully reviewed, and all interventions were extracted and analyzed. It has been shown that the development of creativity in relation to economics*

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*and business administration and management can be promoted in different contexts, and interventions can vary, making it a perfect field for creating and innovating.*

## **INTRODUCTION**

There is a great deal of recent research on the importance of creativity development in the area of economics and business administration and management (Katz, 2022; Pacheco-Ruiz et al., 2022; Pérez et al., 2022; Puangpronpitag, 2019). In addition, there are also numerous studies focused on the university context that address the importance of creativity in the area of economics and business, and analyze various interventions or programs that promote it in both undergraduate and master's degrees. (Boyle, 2007; Dewett & Gruys, 2007; Fan & Cai, 2022; Frolova et al., 2021; Kim et al., 2017; Lazzaro, 2021; Naqvi et al., 2022).

As can be seen, this is a subject that is highly valued by the scientific community, and it is useful to be able to bring together the information currently available on various interventions that promote creativity. In this regard, the need for compilation and analysis was the starting point for the present study that aimed to analyze systematically the development of creativity through the different intervention programs that are carried out in different university studies in the area of economics and business administration and management. Thus, it will be possible to draw current conclusions about the importance of this topic and the types of interventions that have been published in the scientific literature.

## **METHOD**

The systematic review was conducted following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses guidelines (PRISMA) (Moher et al., 2015).

### **Design**

A systematic search was conducted to identify articles published before February 9th, 2023 in PubMed, Web of Sciences, and Scopus. The search was performed on title, abstract and keywords and the search strategy combined terms covering the topics of (1) population, (2) intervention, (3) words related to outcomes. The keywords were connected with AND to combine the three groups and with OR to link the words in each group: population - "university", "higher education", "high education"; intervention - "intervention", "program", and outcomes - "creativity", "economy", "business administration".

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