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**EVA HVIZDOVA; CREATIVITY AND INNOVATION IN THE  
CONTEXT OF TRADITIONAL FOLK CRAFT- A REVIEW**

The monograph of Eva Hvizdová analyzes the specific activities of small businesses. As she rightly states, small enterprises in the Slovak Republic make up the vast majority of all enterprises. In relation to creativity, it places it in an economic context through innovations for which *conditio sine qua non*. The aim of the monograph is to point out the application of creativity in innovation in marketing-oriented management in traditional folk crafts. We consider this positive, as such activities help to counteract the negative effects of globalization. The work has not only theoretical but also empirical - analytical part, which is based on quantitative and qualitative research.

Creativity is regarded by Hvizdová as one of the driving forces of the economy. The author describes administrative regulations at the EU level that serve the development of a creative economy. In the traditional craft sector, small businesses are predominant. Within the SR, there are more than 2,000 people in this sector. Handicrafts are dominated by housing-related products. Innovations, which the author perceives according to the classic definition of the well-known figure of the history of economic theories of Schumpeter, are an integral part of marketing management. There is still a problem of raising funds to support innovation. The author deals with the issue in terms of individual types of innovation. It discusses the relationship of knowledge, innovation, creativity and personality predispositions. He sees change as the only certainty and also an opportunity for management in this context. It therefore analyzes the notion of business-related innovation. It does not close its eyes even to statements that are not pleasant and raises the question why sometimes innovation does not work, which it is trying to answer with the help of renowned authors.

Hvizdová is aware of the important role of heuristics in creativity and hence innovation.

For innovation in small and medium-sized enterprises, the author considers the implementation of creativity as a basic condition. Its scope also extends to relevant documents and normative legal acts relating to the creative industry. Whistle differentiates the view of creativity and innovation by the entrepreneur and the manager. It represents how creativity of the personality is demonstrated by the entrepreneur. Notes that each person has essentially a creative mindset but has different individual abilities and is in a different position and situation.

The author presents marketing management as a process. He perceives it as science and art, but defines it as “defining consumer target groups, market segmentation, identifying target groups, creating a market position, creating a marketing mix, and implementing a marketing mix. Although some theorists do not consider marketing to be a science (for example academician Luby), Hvizdová regards it as a specific kind of philosophy, which is often reminiscent of. We consider this widespread perception of philosophy interesting from the theoretical point of view. Notes that, despite the common idea, sales are not the most important component of marketing, as they are only the top of an iceberg. It is best to do marketing in such a way that nothing has to be sold, but to tailor the product to the customer in order to achieve the best match between their needs and the product, the author rightly states. Marketing transfers profits by satisfying customer’s needs.

Marketing management has more dimensions and the author is aware of this. It also reflects the perspectives of marketing management. Impulses are mainly based on a holistic approach in marketing. New marketing aims to build lasting business relationships with customers. They are very important in terms of invention, bringing ideas that can sometimes be the seed of a commercially successful innovation. Whistle points to the important steps of the marketing management process. He realizes that marketing activities are based on information and executive employees, and that is not a matter of course in maintaining jobs. The author analyzes the consumer behavior of the customer in the context of marketing management.

Of course there is a reflection of the central theme of the marketing mix in the context of monographs, which of course the author avoided. It discusses the topics of positioning, consumer behavior as well as basic marketing mistakes. Nor did she miss the theme of the communication mix. In addition to various modern authors, he often refers to classical authors of marketing and management of Kotler and Drucker. In marketing management it also seeks to outline the topic of advertising in the relevant context. It does not omit the topic of PR, but does not stop in the basic theory, but discusses some PR tools. He also focuses on personal selling and direct marketing as a way to better target products to meet customer needs. The author also tries to analyze topics of modern marketing communication such as mobile marketing, Word-of-mouth, online marketing, which is related to integrated marketing communication. Hvizdová sees it not only as a complex form of marketing communication, but as a determination of marketing conception planning, budget, choice of communication mix and self valuation. It analyzes creative and organizational atmosphere as a theoretical problem of small and medium enterprises in terms of business activities, CSR etc. The author also provides accurate statistics on the numbers and share of micro, small and medium-sized enterprises in the diapazon of Slovak economic activity, while also differentiating by gender and age. According to the author, creativity can be perceived as an organizational phenomenon of a business subject, analyzing the problem of organizational atmosphere, corporate culture and creative processes from various perspectives, while trying to present the image of creative organizational atmosphere, including indicators that may pose obstacles to it.

An important part of the monograph is its empirical component. The research goal of the author was to quantitatively and qualitatively analyze the application of creativity and innovation in the field of marketing management of small and medium enterprises. It hypothesizes the perception of innovation needs of more than half of entrepreneurs as well as more than half of the creation of space for innovative changes, including the support of creative employees. The research sample is representative and the methodology of empirical research is correct. I consider descriptive

statistics a suitable method. I evaluate the use of the Shapiro-Wilk and Levent tests as adequate.

The work brought concrete empirical results, which are clearly processed and made accessible. The results are really interesting and bring data that will certainly be the basis for various theoretical Works. I think Hvizdová has collected many different aspects of research and compares the analyzes. The monograph also contains inherent conclusions from empirical research and data analysis as well as discussion.

Eva Hvizdová's monograph brings an interesting topic, it is interesting as a theoretical work and reflects the issue of entrepreneurship in small and medium-sized enterprises in the traditional folk art forms of economic activity. Its empirical part is also beneficial, which enriches empirical data and scientifically elaborates it, in which its own contribution. Empirical research, its analysis and discussion thus bring the application output of the monograph.