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DEVELOPMENT OF CREATIVE PERSONALITY AS A TOOL FOR PROVIDING MODERN EUROPEAN BUSINESS EDUCATION

The modern business environment is becoming increasingly dynamic, multidimensional and unpredictable. Creativity is a fundamental characteristic for the development of innovative ideas and solutions in the academic environment, encouraging students to think outside the box. In this context, traditional approaches to business education are losing their effectiveness, giving way to new models that focus on the development of flexible skills, critical thinking and creativity. One of the key factors for successful European business education today is the development of a creative personality, capable not only of adapting to changes, but also of actively generating ideas and forming innovative solutions.

In early educational systems, creativity was considered a luxury, not a necessary component of learning. In modern European business, creativity is considered not as an additional advantage, but as a basic competence. Creativity is recognized as a fundamental component of effective learning, necessary for attracting students to innovation. Creativity is an integral and permanent characteristic of a person, which is characterized by creative abilities, manifested in non-standard creative ways of thinking, the ability to generate a large number of original and useful ideas and feelings and characterizes both the personality as a whole and the results of the activity of this person [4].

Creativity as a multifaceted concept plays a crucial role in education. Understanding its definition and historical context helps teachers realize its importance in the development of students' critical thinking skills. Creativity in the academic context refers to the ability to generate new ideas and solutions. It goes beyond traditional boundaries and is important for creating a dynamic learning environment.

Global corporations are actively looking for specialists who are able to think outside the box, generate new ideas, see opportunities where others see limitations, combine knowledge from different fields to create new solutions. These qualities do not arise by chance, they must be systematically developed in the process of business education. The initiator, creator and implementer of innovations is a person with his natural desire to learn and create something new. People who belong to the category of innovators create a special social space that determines the course of innovative development, its vector and result [5]. Methods and tools of creative management, which are components of innovative management, are considered in sources [1-3].

Modern European business education is actively moving away from the traditional approach to teaching, and instead focuses on: interdisciplinarity – a combination of economics, psychology, sociology, design and IT; project learning – work on real cases; entrepreneurial thinking – willingness to take initiative and risk; reflection and self-knowledge – awareness of one's strengths and personal goals. All this contributes to the formation of a creative, proactive personality, capable not only of absorbing knowledge, but also of creating new approaches to solving problems.

In the European model of business education, the teacher ceases to be a «translator of knowledge» and becomes a mentor – a person who helps the student to reveal his own potential. In modern education, the role of the teacher changes to a mentor, facilitator, and tutor. The development of creativity in this context involves: creating a safe space for experiments and errors, supporting individual initiatives, stimulating dialogue, debate, and exchange of ideas. The educational process becomes a joint creative interaction, where the student is not a passive listener, but an active creator of his future.

Modern higher education programs increasingly integrate the development of soft skills, including critical and creative thinking. An important trend is the introduction of interdisciplinary courses that stimulate non-standard vision of problems and the search for innovative solutions. Project activities are an effective means of developing creativity, as they create conditions for the practical application of knowledge in non-standard situations. Case analysis methods, startup development, participation in hackathons and innovation competitions have become widespread.

Digital technologies provide the creation of an interactive educational environment that promotes the development of visual, logical-associative and systems thinking. The use of virtual platforms (Moodle, Google Classroom, Zoom) and digital tools (Padlet, Miro, Canva) contributes to the formation of digital creativity.

The best business schools in Europe have long been implementing learning models focused on the development of a creative personality. Among the effective practices: design thinking as a method of solving complex business problems; startup incubators at universities; student projects with real companies; cultural integration through international mobile exchanges; psychological training and coaching. These approaches provide graduates with not only deep knowledge, but also high adaptability, confidence and creative courage – what is most valuable in the modern labor market.

Thus, modern European business education is no longer limited to the formation of a «competent manager». Its goal is to educate a creative, free, strategically thinking personality who is able to create a new economy, new business models and new approaches to social development. The development of a creative personality is not just a pedagogical trend, but a strategic investment in the competitiveness and sustainable development of European business.

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