

# ***THE MANAGEMENT OF CREATIVITY - A DIMENSION OF THE EDUCATIONAL MANAGEMENT***

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***Abstract:***

*The educational dynamics constrains the manager teacher to develop new competences: the strength to interact, the optimization of the situations of study, the creation of a culture based on cooperation, that is to the utilization of creativeness as the durable resource for performances. To perform means to know how to mobilize the intelligences and the imagination, to know how to capitalize the interactions, to know how to produce ideas and how to use them as a strategic resource. To manage the creativeness requires the manager teacher the development of the necessity of creativeness, the encouragement of the creative process and the optimal valorize of the creative potential of the pupils.*

***Keywords:*** *creativity, educational management, management of creativity*

***JEL codes:*** *M11*