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VIEWS ON ANXIETY AND CREATIVITY IN MANAGEMENT THEORY

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Abstract: *The document looks at existing views on anxiety and creativity as management tools. The aim is to provide a content analysis of the literature that presents theories about the importance of anxiety as a way of stimulating innovative thinking to create new products. The connection between the limits of positive anxiety and creativity is being sought as driving factors for the process of creating new products. The document is a tribute to Professor Ron May's scientific contribution to the full study of anxiety as a social phenomenon. The report provides the latest developments in the world of literature, linking the topic of anxiety and creativity as influential factors for creating new products in the industry.*

Keywords: *Anxiety, Creativity, Management Theories, Innovations, New product Development*

JEL Codes: *O14, O32*

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