Creativity and Innovation: Start-ups in Malaysia

Loo-See Beh and Rosintansafinas Munir

This chapter is on creativity and innovation pertaining to the development of start-ups in Malaysia and the various public agencies set up to serve and aid start-ups ecosystem. It also evaluates the performance initiatives of the start-ups in the key sectors of the economy namely services and manufacturing sectors in contributing towards creativity and innovation in the country through the various national plans. Even though innovation index is based on the number of output products, infrastructure, institutions, and business sophistication, the significant role of creative and innovative workforce is undeniable in achieving a developed nation status. The process of making public policies is thus crucial and the reality is far more complex than it appears in dealing with new developments of the era of innovation and artificial intelligence. The adoption of innovation is not without its challenges in Malaysia.

Creativity and Innovation in Public Administration

The implementation of creativity and innovation in public administration is crucial to driving Malaysia towards becoming a developed country. Indeed, many governments have embarked on the innovation aspects of the agenda of policymakers. The adoption of innovations in the public administration sector is seen as a complex process because of the conflict between political officials, public servants, and society.

The implementation of innovation in public administration depends on the individual's motivation to innovate as well as the readiness to adapt the innovation implementation to the environment. As highlighted by Glor (2003), the will to innovate is one of the factors that hinder innovation practices in public administration and governance. Even though the challenges in promoting creativity and innovation in public administration