

Enhancing the Competitiveness of the Glass Production Enterprises Concept" Creative System" By Activating the

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The research assumes that improving the competitive position of the glass production institutions can be obtained by adopting the concept of “**Creative System**”, which leads to convert from imitation to innovation and that, must be applied in the entire system activities starting from planning to the final product.

Statement of the problem; the Lack to innovation in local glass products compared to the imported rival, to the extent that makes the adoption of creativity concepts is urgently needed in the local glass enterprises.

The objective has been to determine the characteristics of the organizational structure in the “**Creative System**”, furthermore setting a group of criteria and (KQIs) which help in assessing the efficiency of the system,

In order to reach the goals of the research, a methodology of combining the academic experience in teaching of glass design with practical implementation of the standard (ISO/ IEC- 17025: 2005) in setting the quality manual, procedures and models, during working in the project of: “development and rehabilitation of glass laboratory for accreditation”.

The structure of the "creative system" was derived from the concept of the “ISO ” Standard, which composed of two main parts: the 1st is Managerial part, and the 2nd. Is Technical part, to guarantee the monitoring and controlling of system performance, while the key quality indicators “KQIs” were derived from the academic teaching of “Design” course, in terms of focusing on demonstrating the main features of the innovative person throughout the design process namely: fluency, adaptive flexibility and originality in the frame of sensitivity for problems and progression ability, and that all to ensure obtaining innovative deliverables of the system.

As a result of of the study the concepts that related to creative & innovation due to the creative personal Derived. Attributes which represent the base of composing the “Creative System” concept: (definition - structure - properties) in the institutions of glass production,

The role of design in the “**Creative System**” was determined, as well as setting a format shows the role of design in relation with the inputs and outputs of the creative productive system, Findings of the study have been applied in setting a proposed organizational structure of the “**Creative System**”,

Furthermore a survey was carried out to verify that the results of this paper can be applied in glass enterprises which concern about development and sustainability. Applying the results of the paper could help in enhancing the competitiveness of the local glass product in the market.

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