

## MANAGEMENT OF THE CREATION PROCESS - ESSENTIAL COMPONENT OF MANAGEMENT OF HUMAN RESOURCES IN CULTURAL INSTITUTIONS

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**Abstract:** *Important in terms of culture is how to manage because it can bring many benefits, from spiritual to material. In cultural institutions, human resources are trained in the creative process. In this context, we can speak of a creative person. Depending on the type of cultural institution, creative staff play a more important or almost exclusive role. The creative process is the one that first defines the cultural institution.*

**Keywords:** artists, creativity, creative process.

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