What is the academic creativity? What does it mean "be creative" in academia? First of all, we should stress that the creativity in education also could be understood as a policy, just because the education is considered as a pivoting point in growth of creativity or ideology "be creative". The idea that you can improve your education skills constantly during your life, this idea of the "long life learning", is, of course, one of such driver of this idea of "be creative" during all the life, of the idea of development of functions of the self expressions... some of such academia members will solve such economic problems by proposing theoretical concept, by proposing new ways of management.