

CURRENT TRENDS IN THE CREATIVE ECONOMY

Horobets O.H.

National Aviation University, Kyiv

Scientific adviser –Pobochenko LM., PhD in Economics, Associate Professor

Recently, the sphere of creative economy has been actively developing in many countries of the world. Millions of people work in this field, supporting the national economy and raising the general level of culture. When the coronavirus pandemic closed traditional spheres of life, many people engaged in handicrafts, read books, watched TV series and movies, online concerts or went shopping online. Such actions helped to support the development of the creative economy.

According to the definition, creative industries are understood as a set of economic activities that are the basis for the formation of added value and the creation of new jobs through cultural (artistic) and (or) creative expression. The products and services that result from such activities are the result of the creativity, skills and talent of the individual. According to UNESCO, the term “creative industries” is used to combine the creation, production and commercialization of content that is intangible and creative [1].

The process of economic creation is to create specific institutions, the most important functions of which are the commercialization of cultural institutions; support for the creation of cultural and creative products; assistance in protection of intellectual property rights; legal and administrative support of creative businesses; increasing the business capacity of existing creative environments; creation of physical spaces for the development of creative businesses; conducting trainings for creative businesses and entrepreneurs [2].

If a few years ago the priority features of modern specialists were the ability to solve complex problems, coordinate with other people and manage them, in the near future the requirements such as critical thinking and creativity come to the fore. Today, for the introduction of a creative economy

(and more than a quarter of the world's population already belongs to the creative class) in most developed countries, a key aspect is the formation of a culture of innovation in society as a basis for transforming social values. The creative economy, in contrast to the traditional exploitation of limited natural resources, offers the use of a virtually limitless resource - knowledge and creative talent, which is embedded in the human mind.

In 2008, the UN published the first global report on the state of development of the creative economy, which was presented as an effective model for accelerating socio-economic development in the world. In developed countries, the importance of creative industries for the economy was recognized and declared one of the priorities of development. In particular, 2009 was recognized in the EU as the European Year of Creativity and Innovation. The rise of the creative economy took place against the backdrop of the global financial crisis, which posed new challenges to the world community. As for China, it should be noted that in the five-year plan (2016-2020), creative industries and the export of their products are mentioned as one of the foundations of the country's economic growth, as well as an important means of spreading China's "soft power" [3].

Creative economy performs the following important functions: 1) improves the welfare of society; 2) stimulates self-esteem in individuals; 3) helps to improve the quality of life in general. Thus, the main factors of the creative economy growth include: investment, innovation, human potential, domestic demand. Numerous studies show that countries with a high level of human potential have stable economic growth. The creative economy, in addition to economic benefits, creates intangible values that make an important contribution to sustainable human-oriented development. Such important resources as land, labor, and capital are being replaced by intellectual property. And the main tool here is the human brain, as the most valuable economic resource. And creativity, as one of its main properties, helps to achieve the best results.

In the international division of labor, countries today are divided not so much into agricultural and industrial, but into industrial and post-industrial. In the modern economy, the priority is not production and technology, but creativity and innovation. This is a new type of economy - the creative economy. The choice of development strategy is the most important problem facing Ukraine as well. We are now engaged in practical activities, but the question of how to fit the creative industries into the economic landscape of our country and how their development in Ukraine can change our approaches in the field of culture and economy remains open.

In recent years, the creative industries are one of the priorities of economic development in developed countries in Europe, America and

Southeast Asia. If for Europe the creative industries were initially an anti-crisis tool, for the Asian countries creative programs have become “work ahead”, a new lever of influence and positioning on the world stage as the leading modern states. It is part of the strategic development of countries and cities, the opportunity to improve the quality of life and human capital, and at the same time - the way to cultural expansion, translation of their values and norms. The development of creative industries in Southeast Asia is left to the city authorities, the main strategy of their distribution is the creation and support of creative clusters [4].

It is worth noting that the creative economy is a prospect of increasing kindness in Ukraine and around the world, and the COVID-2019 pandemic has become a locomotive of progress in the development of the creative economy.

References:

1. Creative Industries definitions [Electronic resource]. - Access mode: <https://www.davidparrish.com/creative-industries-definitions/>.
2. Kreativni`zaczi`ya yak vektor stalogo rozvitku suchasnoyi ekonomii`ki: [Electronic resource]. - Access mode: http://www.econ.vernadskyjournals.in.ua/2019/30_69_2/27.pdf.
3. Mi`zhnarodni` ta vi`tchiznyani` tendenci`yi rozvitku kreativnoyi ekonomii`ki [Electronic resource]. - Access mode: http://www.ej.kherson.ua/journal/economic_06/17.pdf.
4. Kreativnij sektor ekonomii`ki: dosvi`d ta napryami rozbudovi [Electronic resource]. - Access mode: <https://ird.gov.ua/irdp/p20170702.pdf>.