

INTENSIFICATION OF THE DEVELOPMENT OF REGIONAL ECONOMIC SYSTEMS IN THE CONDITIONS OF THE CREATIVE ECONOMY FORMATION

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the success of the implementation of these strategic provisions depends to the greatest extent.

The purpose of this article is to analyze the existing provisions and the formation of an appropriate set of guidelines for intensifying the development of regional economic systems in the formation of the concept of creative economy.

LITERATURE REVIEW

Many studies of well-known scientists are devoted to the development of regional economic systems in the conditions of formation of creative economy, among which it should be noted: Arefieva, Arefiev, Tkachenko (2021); Butko, Ivanova (2020); Cerisola, Panzera (2021); Gerosa (2021); Hilmiana, Soemaryani, Prasetyo (2021); Iarmosh, Prokhorova, Shcherbyna, Kashaba, Slastianyukova (2020); Ishchejkin (2021); Kychko, Zhygalkevych, Treitiak (2021); Lazzaro (2021); Londar, Lytvynchuk, Versal, Posnova, Tereshchenko (2020); Potjanajaruwit (2021); Revko (2020); Samiilenko, Khudolei, Mashnenkov, Derkachenko (2021); Samoilovych, Garafonova, Marhasova, Lazarenko (2021); Semenov, Khrapov, Ulchenko (2018); Tkachenko, Radulovic, Pakhomova, Ustian (2021); Vovk, Saloid, Kostyunik (2021); Yuliaty, Kurniasari, Triyanti, Zulham (2021) and others.

The scientific research of the authors reveals the process of development of the ecosystem of the creative economy of the local region, which is supported by the competence of human resources of business entities (HILMIANAET al., 2021). The study identifies areas of business education development strategy in the field of creative economy of Ukraine using international experience (TKACHENKO et al., 2021). Scholars believe that the discourses that make up the

INTRODUCTION

Of particular importance today are studies in the field of conceptualization of key provisions of the creative economy theory, which combines the main features of intellectually and innovation-oriented models of economic development, their informational, technological, cognitive and general organizational and economic aspects of construction, focusing on the concept of creative potential as an integrated characteristic of the economic system, which forms the primary prerequisites for the implementation of the relevant intellectual and innovative vector and at the same time serves as the end result of the formation of an environment of synergistic use of factors of production of high intensity.

The above aspects form an objective basis for the actualization of research in the field of formation of provisions for intensifying the development of economic systems under the influence of intellectual and innovative determinants, which act as outstanding properties of catalytic influence on the generation of relevant creative potential. At the same time, the organizational level of consideration of this issue is the regional entities, which at the present stage of development are the leaders of the processes of reforming the national economy on which

imaginary creative economy, taken together, can be interpreted as an attempt by Western economies to begin a new successful cycle of economic accumulation (GEROSA, 2021).

The article is devoted to the problem of filling the research gap that exists in the programs of creative economics, and explores the possibilities of activating their potential to achieve creative results (LAZZARO, 2021). The authors' study identified the relationship between investment in human capital and the formation of a creative economy (LONDAR et al., 2020). The article is devoted to the intensification of the development of innovation and creative potential of Ukraine and the processes that open wider prospects for the formation of a creative economy and the achievement of sustainable development goals (IARMOSHET al., 2020).

According to the authors' research, knowledge, education, creativity and modern technologies and innovations have positive relationships and influence the development of the creative economy (POTJANAJARUWIT, 2021). The study is devoted to the formation of a regional creative economy and the development of recommendations for the formation of a mechanism for sustainable development of creative industries (SEMENOV et al., 2018). The authors of the study found that the main stakeholders who play an important role in shaping the creative economy based on maritime culture in the region are the expansion of industries, cooperatives for small and medium enterprises, community opportunities, fisheries, district tourist office (YULIATY et al., 2021). In the process of the research, monitoring was conducted, which determines the possible role of a favorable environment in stimulating cultural activities and the creative economy (CERISOLA, 2021).

METHODOLOGY

The methodological basis of this study is a systematic approach that allowed to comprehensively substantiate the basic principles of formation within the post-industrial society of creative economy, highlight its main features and highlight key features of the process of integration of this concept into economic systems at the regional level. It also involved general and specific methods of scientific knowledge, namely analysis, synthesis, induction, abstraction and monographic methods, which offered to offer an integrated approach to the interpretation of the concept of creative economy and formulate key features of implementation of the basic principles of creative economy in existing regional systems.

RESULTS

One of the concepts that has become widespread in the context of forming the intellectual potential of territorial development on the basis of the post-industrial paradigm is the creative economy. The following can be considered as global preconditions for the emergence of this theoretical direction of economic research:

- active scientific and technical development, which led to mass automation of production, technical and managerial processes of iterative nature, devoid of analytical and cognitive components of labor, thereby increasing the value of intellectual labor and its results as a key source of formation and dynamic growth of value added;
- development and creation of the computers, the appearance of which marked the beginning of the information age;
- wide spread of market forms of the economic relations and intensification of competitive interactions, which necessitates the continuous search for innovative approaches to attracting new consumers;
- actualization of the issue of promotion and sale of products in contrast to the dominant problem of the organization of production in the industrial system, which in turn shifted the focus of management attention from the technical aspects of the formation of resource potential to intellectual;
- globalization processes, which provided opportunities for free cross-border movement of economic resources (personnel, technical, technological, scientific,

financial, etc.) and the formation of stable interstate relations in the field of legal regulation of relevant interactions;

- emergence of modern technologies of fast network information exchange and commercialization of communication and social structures of virtual space.

The key features of the creative economy are the focus on human capital and a set of measures aimed at cultivating its intellectual and innovative capacity (which in a narrow sense defines the concept of creativity), which is considered the main source of innovative technologies and their further progress at all stages of innovation. It is worth noting that currently, according to experts, up to 40% of GDP generated by developed countries is produced by creative workers.

The modern economy can be represented as three main components - knowledge, creative and innovative economy. The core of the innovative concept of economic development is technical and technological progress, objectified in the form of an innovation process, which requires the organization of a favorable environment for the development, financing and further implementation of innovative ideas in all sectors of the economy.

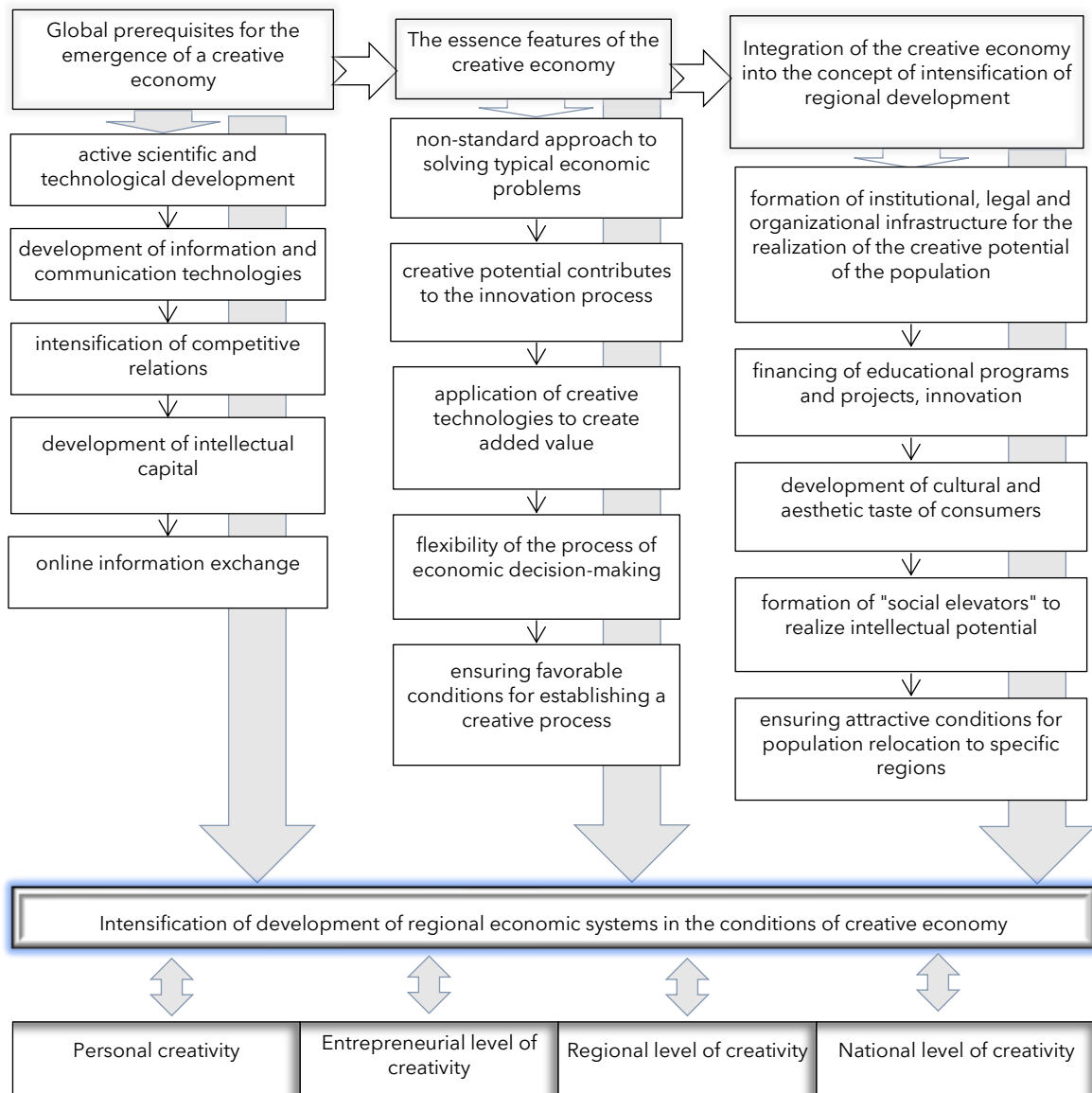
The theoretical basis of the knowledge economy is knowledge and the associated infrastructural and organizational set of measures related to the effective formation, exchange and commercialization of knowledge potential as an information basis for economic development. At the same time, the creative economy combines some theoretical provisions of previous theories, justifying the importance of establishing a favorable environment for the creative process as a guarantee of a more efficient process of knowledge formation and generation of innovations. Note that it is necessary to avoid qualitative identification of the concept of creative economy exclusively with the so-called creative industries, because creativity is a universal cognitive property of the process of cognition and can be applied to any object of such cognition.

Summarizing the results of the study, we can identify the following theoretical aspects of scientific interpretations of the concept of creative economy. Namely, the creative economy is seen as:

- firstly, a component of the post-industrial economic system (considered as a component of modern intellectually and innovation-oriented economic systems);
- secondly, the progressive conceptual direction of intensification of innovation processes (defined as the concept of increasing innovation potential by creating a favorable environment for intellectual activity in leading areas).
- thirdly, the catalyst of economic progress (considered as a concept of development of creative potential of human capital in all spheres of economic activity and a means of the accelerated increase of added value).
- fourthly, the sector of the national economy (defined as part of the national economic system, represented by creative industries, ie industries that produce only creative, not technological product).
- fifthly, the mechanism of organizing the effective functioning of economic systems (considered as an organizational mechanism for building economic relations, based on the intensive use of creative potential of human resources to make atypical decisions and cultivate new knowledge).

Thus, integrating some of the presented approaches, creative economy should be defined as a separate component of the modern economic system, the applied plane of manifestation of which is manifested in a specific organizational and economic mechanism, the integration of which into the existing structure of economic systems allows more efficient use and non-standard options for business decisions (see Fig. 1).

Fig. 1. Intensification of development of regional economic systems in the conditions of formation of creative economy



Source: Generated by the authors.

Thus, based on the presented theoretical analysis of the main semantic aspects of the concept of creative economy, we can identify the following main features:

- based on the stimulation of a non-standard approach to solving typical business problems through an original combination of existing approaches or solutions, while creating a fundamentally new product;
- creative potential is a necessary resource for the stable flow of the innovation process and ensuring the permanent growth and expansion of the knowledge base;
- creative technologies are used as a basis for the development of the value chain, which increases the capitalization of the value of relevant organizations;
- aimed at cultivating favorable conditions for the establishment of a creative process in which individuals are able to maximize their own intellectual potential;

- implies the need for a critical analysis of existing management approaches and the adoption of a certain degree of risk, the source of which are innovative non-standard solutions;
- flexibility of the business decision-making process, which is manifested in the presence of adaptive qualities aimed at ensuring rapid adaptation to dynamic changes in the environment and the threats, opportunities, potential ideas produced by it.

It should be noted that the implementation of key principles of creative economy is not limited to organizational and economic aspects of their implementation and functioning within the national economic policy, but is consistently present at the personal, entrepreneurial, sectoral, regional and national economic levels. Today the issue of effective construction of regional economic systems in the context of modern tendencies of post-industrial development acquires special importance, which on the basis of the above theoretical provisions of creative economy allows to allocate key features of the organization of integration of this concept in economic systems of regional level:

- formation of the necessary set of institutional, legal and organizational infrastructure for the realization of the creative potential of the population;
- ensuring adequate funding of educational programs and projects, innovative activities of relevant educational institutions, administrative and financial support for the initiation of such processes within them;
- taking into account the ability of consumers to use innovations and developments, the degree of their education, the level of cultural and aesthetic taste;
- formation of "social elevators" as an objective basis for the realization of the intellectual potential of human capital, regardless of the existing level of income differentiation;
- providing attractive conditions for relocation of the population to specific regions, which is a separate issue of forming a convenient and comfortable social infrastructure at the local level, and effective prioritization of strategic guidelines for regional development.

Thus, the semantic provisions of the organization of intellectually and innovation-oriented systems, formalized in the form of a theory of creative economy, based on a modern interpretation of the concept of "creativity" as a specific economic category, which manifests itself in the following distinctive features:

- expansion of semantic dimensions of the concept of creativity, the formation of the latter as the primary motivational driver of the intellectual process, the functional sphere of which goes beyond the cultural space;
- humanistic component of creativity, which characterizes this concept as an exclusive property of the human individual, fundamentally different from traditional categories of labor, capital, information, etc., the process of acquisition and use of which is subject to objective factors;
- the absence of quantitative restrictions on creativity as an economic resource, its self-reproducing nature and the lack of direct correlation with the volume of involvement of traditional factors of production;
- indicative nature of creative potential, the qualitative parameters of which directly reflect the state of the socio-economic environment;
- the priority of the knowledge component, which is the intellectual basis of individual development, which under the influence of the creative process forms innovation;
- systemic category of creativity, which implies a departure from the understanding of it as a situational phenomenon, as opposed to the definition of creativity as a systemic property that requires appropriate measures for its formation and expansion;

- highly competitive economic environment, which serves as a key source of commercial need for creativity as a source of fundamentally new ideas and solutions in the formation of competitive advantages.

The above list of features allows us to conclude about the formation of creativity as an independent economic category, the possibility and effectiveness of which in the economic process is determined by the intellectual and innovative parameters of the economic environment. In addition, it should be noted that creativity as a process is present at all subjective levels of economic relations. A brief description of the relevant multilevel manifestations of creativity at the personal, entrepreneurial, regional and national levels is presented below. Let's analyze them in more detail.

Personal level. The basic level of creativity as a certain cognitive process of cognition, assimilation and generation of new knowledge is the level of a particular individual, which under the combined influence of environmental phenomena (socio-economic, cultural, ethno-geographical conditions, etc.), as well as a number of subjective factors, mostly of psycho-emotional nature, the individual's ability to be creative and to establish a creative process as such is formed. Understanding the manifestation of creativity at the personal level is important primarily from the standpoint of the organization of specific conditions of the creative environment for the appropriate self-realization of the individual, which will take place at higher subjective levels of the creative process and will require dialectical unity. individual and unique ability of the individual, and on the other hand, the need to form universal organizational conditions under which each individual will have the opportunity to realize their own creative potential.

Entrepreneurial level. Characterizes the organizational capabilities of the business structure in creating appropriate conditions for the establishment of the creative process among the workforce, at the same time, the relevant creative processes cover all functional areas of the enterprise, including production and technical aspects. administrative and managerial (initiative activities of management staff to optimize the processes of planning, accounting, control, coordination, etc.). That is, the focus of managerial attention is focused on creating favorable conditions for the internal environment to the formation of employees' ideas, proposals or solutions that can intensify the economic process.

Regional level. The creative process at this subject level can be considered in two main directions:

firstly, the level of development of creative industries as a set of branches of cultural and artistic orientation, which are an important structural component of the national economic system;

secondly, the development of infrastructural and institutional-legal components of the environment for the implementation of intellectual and innovative activity of the business sector and the accumulation of relevant results as a key factor in shaping the creative potential of regional education.

National level. It is determined by general structural indicators for assessing the efficiency of creative industries, as well as complex parameters for assessing the level of creativity of the commercial sector in the national economy as a whole. knowledge product in the future.

CONCLUSIONS

This feature indicates a wide range of opportunities for multi-level analysis of theoretical and applied aspects of the creative process, but given the current trends at the global and national levels, the most important is the regional dimension of this issue, which on the one hand allows to take full account of local structures in the field of intellectual and innovative activities, and on the other hand can provide a greater level of manageability of the proposed measures, compared to the macroeconomic level of analysis.

It is established that the creative economy is part of modern post-industrial economic systems and can be considered as a multifunctional concept of economic development based on the mobilization of creative potential and intellectual resources to form non-standard economic solutions to dynamically increase added value and obtain positive economic results.

It is substantiated that the implementation of key theoretical provisions of the concept of creative economy is an important aspect in the formation and effective functioning of modern regional economic systems and requires consistent implementation in the domestic practice of state management of regional development.

The scientific novelty of this study is to identify the substantive provisions of the organization of intellectually and innovation-oriented systems, formalized in the form of a theory of creative economy at the personal, entrepreneurial, regional and national levels.

Further scientific research requires the development of strategic guidelines for intensifying the development of regional economic systems under the influence of intellectual and innovative determinants in the formation of a creative economy.

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Intensification of the development of regional economic systems in the conditions of the creative economy formation

Intensificação do desenvolvimento de sistemas econômicos regionais nas condições da formação da economia criativa

Intensificación del desarrollo de sistemas económicos regionales en las condiciones de la formación de la economía creativa

Resumo

Este artigo se dedica a uma análise detalhada e formação de diretrizes para intensificar o desenvolvimento dos sistemas econômicos regionais na formação da teoria da economia criativa sob a influência de seus determinantes intelectuais e inovadores característicos. É feita uma breve descrição do conceito teórico estudado, a partir da qual é identificada uma lista das principais características que caracterizam os sistemas econômicos construídos sobre os princípios da economia criativa. As principais características da implementação das disposições básicas da teoria da economia criativa nos sistemas econômicos regionais existentes são formadas. Identificam-se os principais níveis subjetivos de realização das relações econômicas em que a criatividade se manifesta, nomeadamente ao nível pessoal, ao nível empresarial, ao nível regional e ao nível da economia nacional.

Palavras-chave: Economia criativa. Política regional. Sistema econômico regional. Desenvolvimento intelectual. Desenvolvimento inovador.

Abstract

This article is devoted to a detailed analysis and formation of guidelines for intensifying the development of regional economic systems in the formation of the theory of creative economy under the influence of its characteristic intellectual and innovative determinants. A brief description of the studied theoretical concept is given, on the basis of which a list of key features that characterize economic systems built on the principles of creative economy is identified. The key features of the implementation of the basic provisions of the theory of creative economy in the existing regional economic systems are formed. The main subjective levels of realization of economic relations at which creativity manifests itself are identified, namely the personal level, entrepreneurial level, regional level and the level of the national economy.

Keywords: Creative economy. Regional policy. Regional economic system. Intellectual development. Innovative development.

Resumen

Este artículo está dedicado a un análisis detallado y la formación de pautas para intensificar el desarrollo de los sistemas económicos regionales en la formación de la teoría de la economía creativa bajo la influencia de sus determinantes intelectuales e innovadores característicos. Se da una breve descripción del concepto teórico estudiado, a partir de la cual se identifica una lista de características clave que caracterizan los sistemas económicos construidos sobre los principios de la economía creativa. Se forman las características clave de la implementación de las disposiciones básicas de la teoría de la economía creativa en los sistemas económicos regionales existentes. Se identifican los principales niveles subjetivos de realización de las relaciones económicas en los que se manifiesta la creatividad, a saber, el nivel personal, el nivel empresarial, el nivel regional y el nivel de la economía nacional.

Palabras-clave: Economía creativa. Política regional. Sistema económico regional. Desarrollo intelectual. Desarrollo innovador.