PROSPECTS FOR THE DEVELOPMENT OF CREATIVE INDUSTRIES IN UKRAINE

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Creative industries have been a profitable sector of the economy in many countries for many years. In recent years, they have become increasingly integrated into urban development, democratization processes, the development of territorial communities, and the rights and freedoms of civil society. Creative industries contribute to the formation of innovative markets.

Given that creativity is a key vector for a knowledge-based society and economy that contributes to politics, business, culture, art, and all spheres of public life, contributing to the country’s sustainable development, the issue of creative industries is extremely important.

Scholars and practitioners are focused on finding ways to create favorable conditions for the stable socio-economic and cultural development of Ukraine and its regions based on the maximum use of the country’s scientific, social and humanitarian progress. Creative industries influence the formation of budget revenues, creation of additional jobs, export earnings, investment attractiveness, and development of intellectual capital, which confirms the feasibility and relevance of the research topic.

In Ukraine, the creative economy is only at the stage of formation, many problems remain unresolved, methodological tools need to be improved, key benchmarks and directions for further activities need to be identified, taking into account international experience.

Researchers have found that in order to ensure the development of the creative sector, it is necessary to organically combine five key areas of activity:

1) functioning of professional networks and associations;  
2) strengthening organizational capacity, which can be achieved by establishing a system of continuous education;  
3) improvement and development of business incubators;  
4) creation of creative clusters and hubs;  
5) internationalization of innovative industries [1].

A striking example of the development of all five infrastructure components of
the creative sector is the United Kingdom, where
- for the first time conducted a study of the potential of the creative sector;
- formed a government development program that included priority areas for
  the development of creative industries (creation of support agencies, grants and
  affordable loans, creative entrepreneurship, etc.);
- special statistical codes were used for the first time to identify representatives
  of the creative sector among other economic entities.

Key areas for the short and medium term:
1. Restore and increase funding for the Ukrainian Cultural Foundation,
   promote cultural products to promote Ukraine abroad (by the end of 2025).
2. Training representatives of creative industries in international market
   competencies (sales on international online marketplaces, use of international
   payment systems, logistics between countries, copyright protection, etc.)
3. Communication and dissemination of the Spend with Ukraine initiative,
   which encourages foreigners to buy Ukrainian goods and services; encouraging
   Ukrainian brands to register on the platform.
4. Providing grants for the production of music videos.
5. Support for the implementation of projects in the field of culture and
   creative industries
   - support for the resumption of business activities in the field of culture and
   creative industries;
   - support for the resumption of production of innovative cultural products;
   - support for individual artists;
   - support for international cooperation in the field of culture and creative
   industries.

Conclusions. It is necessary to solve the problem of the national statistical base
in the field of creative industries to be able to objectively assess the state of their
development. To do this, it is necessary to clearly define what the "creative sector" is
and what indicators the statistics system will use to track the number of jobs and
GDP, and the impact on other sectors, which will allow for effective management of
these processes.

The first steps to help build creative potential are to develop Ukraine's Export
Strategy (a roadmap for strategic trade development) for 2017-2021 and the
Doctrine of Balanced Development "Ukraine-2030", which will contribute to improve
the development of creative industries.

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