STRATEGIC PRIORITIES OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

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Summary: The article highlights the features and role of creative industries. It is established that the IT sector occupies a significant share in the structure of creative industries, it is the least vulnerable to negative external factors and has significant export potential. The main strategic priorities of entrepreneurship in creative industries are identified.

Keywords: strategic priorities, creative industries, entrepreneurship, export strategy, IT sector.

Creative industries are growing rapidly around the world. They can directly or indirectly affect the economy by creating jobs, stimulating innovation, and promoting social and sustainable development. The peculiarity of creative industries is that they are in the plane of the creative economy, which is formed at the intersection of art, business and technology. Therefore, in the scientific literature, the creative industries are understood as one of the types of innovative economy, which is based on creative cultural realization [1,2]. Today, the creative industry is considered the most promising sector of the economy.

According to official data, in 2020 the creative industries generated 4.2% of value added, which is 13% more than in the previous year [3]. In 2020, the number of employees in the creative industries was 360.3 thousand people - 4.0% of the total officially employed population in Ukraine [3].

The growth of value added in the creative industries in the crisis of 2020 is quite unexpected, as this sector was severely affected during the pandemic. The positive dynamics of Ukraine can be explained by the fact that the IT sector occupies a significant share in the structure of creative industries. The IT sector has been less vulnerable to the effects of the pandemic. In 2021, the trend continued. As for today, the IT sector will remain a leader in the creative industries (Figure 1).

According to statistics, approximately every tenth entrepreneur in Ukraine is creative: the number of economic entities in the field of creative industries was 11.7% (230.7 thousand) of the total number of enterprises, of which 92% (211.8 thousand) - private entrepreneur [3].
It is worth noting the important role of private entrepreneur in the creative industries. They generate 20.6% (UAH 53 billion) of value added among all sole proprietors in all types of economic activity. Almost 224,000 people are employed by individual entrepreneurs - 62% of all those employed in creative industries.

Despite the fact that the creative industries are developing rapidly and the relevant institutional environment in Ukraine has been formed, due attention has not been paid to the development of their development strategy for a long time. In 2021, as part of the development of the National Strategy, a strategy for the development of creative industries and hospitality was presented [3, 4], which indicates the strategic priorities of the direction (Figure 2).

Currently, there is an Export Strategy for the creative industries sector developed to implement the Plan of Tasks and Measures for the implementation of the Export Strategy of Ukraine (“road map” of strategic trade development) for 2017-2021. This Strategy is the first attempt at the state level to identify, organize and turn the potential of the creative industries sector into visible economic results.

For the successful development of creative industries in Ukraine it is necessary:

1. Organize, consolidate and unite the creative industries sector;
2. Adapt and modernize Ukraine’s supply of goods and services in priority subsectors by strengthening sectoral ties, improving skills and increasing investment;
3. Promote internationalization and export orientation in order to expand market opportunities to ensure sustainable growth of the sector.

Identified strategic objectives for creative industries (Table 1)

<table>
<thead>
<tr>
<th>Priority</th>
<th>The main strategic objectives</th>
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<tr>
<td>1</td>
<td>consolidate the sector through the creation and development of clusters and creative communities</td>
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<tr>
<td>2</td>
<td>stimulate the growth of the sector through the promotion of patronage and investment in creative industries</td>
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<td>3</td>
<td>provide specific knowledge and relevant business skills of representatives of the sector, teach them to sell and export</td>
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<td>4</td>
<td>strengthen cooperation with public authorities, in particular to make changes in the taxation system and address issues of electronic payments</td>
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<td>5</td>
<td>to promote the Ukrainian creative product in the world by participating in international specialized exhibitions, forums, presentations at national stands, days of Ukraine in different countries to find business partners</td>
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Author’s development

In the process of rebuilding the Ukrainian economy, the role of creative industries will increase primarily due to their significant export potential and innovative nature combined with the unique Ukrainian mentality. Also, the creative industries have significant potential in the field of employment of veterans of the Armed Forces [5], which will allow them to integrate into peaceful life. Consequently, setting strategic priorities in the creative industries is an important task.

It is necessary to develop not only the IT sphere, but also to pay attention to design, film and TV industry. The latest types of creative industrial figures in the sense of positioning Ukraine in the international market.

References: