

TRENDS OF DEVELOPMENT OF CREATIVE ECONOMY IN THE WORLD

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The trends of development of creative industries in the world has higher rates of growth than the economy as a whole, which gives grounds for considering the creative sector as a factor for the future of global development. Despite the expediency and the attractiveness of the sector of the creative industry, this dynamics of development in Ukraine has no positive tendencies.

The purpose of the study is to analyze trends in the development of creative industries in Ukraine and in the world.

The creative industry is a basic requirement for maintaining competitiveness. According to global indexes, the ten creative and innovative countries for 2015-2017 consist from Switzerland, Sweden, the United States, Finland, the United Kingdom, Denmark, Germany, Australia, Singapore, Ireland, competing with each other. Ukraine tries to join the 50 innovative creative countries.

At the moment, there is no list of indicators that would determine the level of devel-

opment of the creative economy, and which would be monitored permanently. The basic indicators that determine the level of development of creative industries are the amount of investment in creativity in the form of costs for research and development activities; practical returns from research (number of patents issued for scientific developments); the number of employed by creative and technical work (engineers, scientists); the number of people employed in the field of culture and artistic creativity.

The effectiveness of the functioning of creative industries can manifest in the following areas: the reorientation of the economy of innovation, the increasing attractiveness for investors, the improving the quality of life, the intensifying creative entrepreneurship, the increasing the intensity of research activities, etc. In our opinion, the creativity allows to ensure profitable growth of most companies, so it can be viewed as a powerful tool for business success.