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Trends of development of creative economy in the world

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The paper is devoted to the definition of indicators to measure the creative industries. The trends of development of creative industries were analyzed. The approaches to assessing the state of development of the creative economy was analyzed. The list of indicators on which monitoring is conducted in Ukraine was presented. The directions of increasing the efficiency of the functioning of creative industries were revealed.

Keywords: creative economy, creative industries, the index of creativity, innovation, global development.

Пархоменко Н.О. ТЕНДЕНЦІЇ РОЗВИТКУ КРЕАТИВНОЇ ЕКОНОМІКИ В КРАЇНАХ СВІТУ

Стаття присвячена визначенню показників оцінювання креативних індустрій та аналізу тенденцій розвитку креативних галузей економіки. У статті проаналізовані підходи до оцінювання стану розвитку креативної економіки та представлено перелік показників за якими ведеться моніторинг в Україні. Виявлено напрямки підвищення ефективності функціонування креативних індустрій.

Ключові слова: креативна економіка, креативні індустрії, індекс креативності, інноваційність, глобальний розвиток.

Пархоменко Н.А. ТЕНДЕНЦИИ РАЗВИТИЯ КРЕАТИВНОЙ ЭКОНОМИКИ В СТРАНАХ МИРА

Статья посвящена определению показателей оценки креативных индустрий и анализу тенденций развития креативных отраслей экономики. В статье проанализированы подходы к оценке состояния развития креативной экономики и представлен перечень показателей, по которым ведется мониторинг в Украине. Выявлены направления повышения эффективности функционирования креативных индустрий.

Ключевые слова: креативная экономика, креативные индустрии, индекс креативности, инновационность, глобальное развитие.

Nowadays, under influence of globalization and development of innovative technologies in different countries, we can see transition from traditional production to the sphere of services and innovations which are the elements of creative economy. The urgency of studying the dynamics of creative industries is confirmed by the fact that they become the source of the latest creative ideas and non-standard solutions that allow rebranding cities, regions and countries, create new products and services, promote ideas of sustainable development, and increase global competitiveness. The trends of development of creative industries in the world has higher rates of growth than the economy as a whole [1], which gives grounds for considering the creative sector as a factor for the future of global development.

Foreign scientists Florida R., Landry C., Hawkins J. are the founders of the theory of the creative economy. Issues of creative economy were also studied by domestic experts, namely, Kirizyuk S.V., Skavinska I.V., Vahovich I.M., Sotnikova Y.V. and other. Despite the expediency and the attractiveness of the sector of the cre-

ative 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.

Florida R. [2] argued that the creativity is an essential resource for economic development which allowing to combine business, culture and innovation. According to Hawkins J.'s theory [3], a creative economy should be formed on the basis of intellectual property, which is expressed through patents, copyrights, trademarks. Lendri Ch. [4] explores human abilities, talent, motivation and attitude to culture as factors influencing economic development. Accordingly, the factors such as natural resources, production location, infrastructure development, are secondary. Potts J. [5] also points out that creative and cultural industries affect the development of economy, and creative industries have become part of an innovative economy. According to the definition of the British Department of Culture, Media and Sports, creative industries are those industries that are based on individual creativity, skill and talent, who have the potential to create added

value and jobs through the generation, production and exploitation of intellectual property [6]. The United Nations Educational, Scientific and Cultural Organization (UNESCO) states that creative industries are the result of the production of goods and services of cultural origin and innovative developments that are the result of numerous studies [7]. The creative economy embraces cultural and creative business activities. The United Nations Conference on Trade and Development (UNCTAD) [8] emphasizes that the creative economy is the result of the interaction of economic, cultural and social aspects with technology, tourism and the phenomenon of intellectual property. In 2008, the United Nations firstly published report on the development of the creative economy in the world [8]. The creative industries are interdependent between entrepreneurship and creativity [9]. According to UNCAD's classification of creative industries [8], they are grouped into four groups: cultural heritage (namely traditional culture: creative crafts, arts and crafts, festivals, and cultural attractions: libraries, archaeological sites, museums, exhibitions, etc.), art (fine arts: painting, sculpture, antiques, photography, and stage art: music, drama, dance, opera, circus), media (audiovisual works: cinema, television, radio, and new media: software, video, games), functional creativity (design: fashion, graphics, interior design, toys, accessories, creative services: cultural and digital services, advertising, creative research).

The peculiarity of the development of the Ukrainian creative industry is that, in addition to commercial goods and services, creative ideas are realized [9]. The imports of creative products in Ukraine demonstrate compliance needs of global market trends. As for Ukrainian exports of creative products, small amounts indicate low competitiveness and inefficient marketing policy promotion in foreign markets.

The creative industry is a basic requirement for maintaining competitiveness. The globalization increases the scope and requirements of business, marketing, purchasing, production, research and development, logistics targeted global markets. The innovation management acts as an inalienable sphere of any enterprise, since the creative economy uses the achievements of the knowledge economy and is based on the materialization of new ideas and projects [10]. The creative economy relies on the development of innovation in the fields of research, business, arts, culture or design.

The global trends contribute to the rapid development of creative industries that require

mobile change and rapid adaptation. Ukraine has a significant potential for developing the creative sector of the economy, but this direction requires significant state support in terms of providing tax privileges, subsidies, etc. In the EU countries, the European Creative Industries Alliance (ECIA) has been created to support the creative sector, helping the functioning of innovative sectors [11], increasing financial support and forming clusters of cooperation in the creative and cultural industries.

The different indices are used to measure the creativity of the economy. So, Florida R. proposed a global index of creativity, which was calculated on the basis of three coefficients as technology, talent and tolerance [2, p. 63]. The TOP-10 countries, Ukraine and its neighbors by the value of indicators in 2015 is presented in Table 1.

As a result, Ukraine ranked 45th (by the "talent" coefficient – 24th), and the first three are Australia, the USA, New Zealand. Such an indicator was obtained mainly due to the high share of the population with higher education [4]. According to the technology index Ukraine ranks 45 place along with Ecuador. The lowest indicator is the level of tolerance. Ukraine is ranked 105th in this list. These indices talent, technology and tolerance indicate the presence of some major problems and simultaneously reserves of creativity. It should be noted the interrelation between the global indices of creativity, innovation, human capital and knowledge economy of the world, presented in Table 2.

According to all the 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. The calculation of these global indices introduced by leading international organizations.

The methodological approaches to determining the level of development of creative industries have been introduced by the Department of Media, Culture and Sports of Great Britain (<http://www.culture.gov.uk>) [6], according to which the creative economy is characterized by the following three indicators: the employment in the creative industries and the creative economy, the volume of GDP formed by the industry of the creative economy, the indicators of international trade in trade in creative goods and services. Such methodology makes it possible to determine the types of activities that belong to the sphere of creative economy.

Table 1

Global index of creativity for the TOP-10 countries and Ukraine

Global Creativity Index 2015	Global Technology Index 2015	Global Talent Index 2015	Global Tolerance Index 2015
1. Australia	1. South Korea	1. Australia	1. Canada
2. USA	2. Japan	2. Iceland	2. Iceland
3. New Zealand	3. Israel	3. USA	3. New Zealand
4. Canada	4. USA	4. Finland	4. Australia
5. Denmark	5. Finland	5. Singapore	5. UK
5. Finland	6. Australia	6. Denmark	6. Netherlands
7. Sweden	7. New Zealand	7. New Zealand	7. Uruguay
8. Iceland	8. Germany	8. Sweden	8. Ireland
9. Singapore	9. Singapore	9. Slovenia	9. Norway
10. Netherlands	10. Denmark	10. Belarus	10. Sweden
44. Ecuador	42. Jamaica	22. Switzerland,	
Latvia	101. Poland, Malasia		
45. Ukraine	43. Ukraine, Ecuador	24. Ukraine	105. Ukraine, Lithuania, Thailand
46. Poland, Montenegro	45. Vietnam	25. Poland	107. Madagascar

Compiled from [12]

Table 2

Comparison of Innovation, Human Capital and Knowledge Economy Indices

Global Innovaton Index 2017	Global Innovaton Index 2016	Intelligence Capital Index 2016	Knowledge Economy Index 2015	Knowledge Index 2015	Human Capital Index 2016
1. Switzerland	1. Switzerland	1. USA	1. Sweden	1. Sweden	1. Finland
2. Sweden	2. Sweden	2. UK	2. Finland	2. Finland	2. Norway
3. Netherlands	3. UK	3. Germany	3. Denmark	3. Netherlands	3. Switzerland
4. USA	4. USA	4. Australia	4. Netherlands	4. Taiwan, China	4. Japan
5. UK	5. Finland	5. Singapore	5. Norway	5. Denmark	5. Sweden
6. Denmark	6. Singapore	6. Sweden	6. New Zealand	6. Norway	6. New Zealand
7. Singapore	7. Ireland	7. Switzerland	7. Canada	7. Australia	7. Denmark
8. Finland	8. Denmark	8. Canada	8. Germany	8. New Zealand	8. Netherlands
9. Germany	9. Netherlands	9. Finland	9. Australia	9. USA	9. Canada
10. Ireland	10. Germany	10. Denmark	10. Switzerland	10. Germany	10. Belgium
49. Qatar	55. Mongolia	44. Croatia	55. Russian Federation	49. Argentina	25. Czech Republic
50. Ukraine	56. Ukraine	45. Ukraine	56. Ukraine	50. Ukraine	26. Ukraine
51. Thailand	57. Bahrain	46. Uruguay	57. Jamaica	51. Uruguay	7. Latvia

Compiled from [13-17]

According to the methodology of the World Intellectual Property Organization (<http://www.wipo.int>) [18], the main indicators of the level of development of the creative economy are the share of intellectual goods and services in GDP; the level of employment in the spheres of

intellectual property. That is, the component of the creative economy sector, whose goods and services are based on the use of copyright and related rights, are assessed.

According to the methodology of the UNESCO Institute for Statistics (<http://unesdoc.unesco.org>)

sco.org) [19], the key indicator of creative development is the level of creative employment. This methodology allows to determine the list of creative industries and the role of the creative economy in ensuring sustainable development.

The methodology of UNCTAD United Nations Conference on Trade and Development (<http://www.unctad.org>) [20] based on 4 groups of macroeconomic indicators of creative development: the main economic indicators are the share of creative goods and services in the country's GDP, the employment rate in spheres of creative economy; the indirect indicators of quantitative influence, which determine the influence of the development of creative industries on traditional spheres of economy are the effect of the multiplier; the indicators that determine the secondary impact of creative industries, which can be quantified by assessing their contribution to the results of innovations in creative industries occurring in other sectors of the economy; the indirect assessment of the impact of the development of a creative economy on the quality of life of the population, education, allows assessing the impact of the functioning of the creative economy on the quality of life of the population.

At the moment, there is no list of indicators that would determine the level of development 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 indicators of the level of creativity that are monitored in Ukraine are presented in the Table 3.

The analysis of the indicators in the Table 3 shows the low level of development of creative industries of the economy, and in the dynamics there is no increase in the number of workers in scientific organizations, education, arts, health, and the number of organizations that implement scientific developments. In general, the creative economy is based on the use of the potential of human creativity. Ukraine has a high level of creative potential, which can become one of the most important factors in stabilizing the economic, as well as socio-political situation in the country. This potential should be aimed at ensuring the efficiency of traditional types of economic activity [22], as well as on the development of the creative sector of the economy.

Table 3

Indicators characterizing the development of the creative economy sector in Ukraine

Indicators	2014	2015	2016
Number of spectators at exhibitions, million people	5,4	5,6	5,8
Number of visitors to museums, million people	14,2	15,1	15,8
Number of employees of scientific organizations	136123	122504	97912
Incl. Doctors of Sciences	9983	9571	7091
Candidates of Sciences	37082	32849	20208
Expenses for scientific research, million griven	9487,5	11003,6	11530,7
Number of organizations using scientific developments	999	978	-
Number of scientists	69404	63864	-
The volume of scientific works performed in actual prices	10950,7	12611,0	-
Share of completed scientific and technical works in GDP, %	0,69	0,64	-
Share of enterprises engaged in innovations, %	16,1	17,36	18,9
Share of enterprises that implemented innovations,%	12,1	15,2	16,6
Employment in information and communications, thousand people	284,8	272,9	275,2
Employment in scientific and technological activities, thousand people	456	422,9	428,1
Employment in education, thousand people	1587,7	1496,5	1441,4
Employment in health care and social assistance, thousand people	1150,5	1040,7	1030,4
Employment in the arts, sports, entertainment and recreation, thousand people	221,2	207,9	201,6

Compiled from [21]

In addition, the creative economy is characterized by a close link between culture, art, economics, business, innovation, science. The creative sector of the economy is attracting today the attention of specialists in all countries of the world as one of the ways of bringing economic systems out of the crisis, ensuring their sustainable development, and raising social standards.

The effectiveness of the functioning of creative industries is manifested in the following

areas: the reorientation of the economy of innovation, the increasing attractiveness for investors, the improving the quality of life, the creating new forms of cooperation, the forming creative clusters, 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.

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