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ASPECTS OF CREATIVITY IN THE ECONOMY AS A DRIVER OF ECONOMIC GROWTH

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With the advent of the fourth industrial revolution, caused by the development of information and new communication technologies, the importance of innovation and non-standard solutions increased, there were significant changes in the labor market, and the demand for cognitive abilities and sociocultural skills increased. Learning and creativity have become more valuable than specialized professional knowledge. Creativity is one of the key factors of success. In other words, creativity is the ability to create new original ideas or products [1]. According to R. Florida, "creativity is the driving force of economic growth and innovation". [2].

In modern conditions, the industries related to creativity, art, intellectual property, and digital technologies are increasingly called the main driving forces of the economics of the 21st century. "Creative economy", "creative industries" are the terms that have already become widespread in both scientific and practical administrative and business environments.

The definition of "creative economics" can be associated with an original and specific form of economic thinking; with the ability to introduce newness; with the constant readiness to solve non-standard problems and situations. It acts as a motivator that ensures attractiveness of the investment climate, development of specific areas of the social sphere, modernization of education and science [3].

The United Nations has declared 2021 the year of the development of creative technologies. According to UNESCO estimates, over 3% of world GNP is taken by the creative economy. The creative business serves as a powerful mental, financial and economic driver for the development of economic sectors and demonstrates stable growth every year [4]. The creative economy is on the stage of high technology and creativity, and its development brings more and more contribution to the total growth of GDP of the developed countries and gives high growth rates in the world economy (10-25%).

The creative industry is the fourth sector of the economy which is based completely on intellectual activity. It combines art, culture, business, and technology. This is a young economic sector that is growing rapidly and includes industries that receive a profit from the creative product (goods and services created in the process of creativity and have an economic value. The creative economy works on conditions of freedom of self-expression, interest, and motivation of people. The research of creative industries showed that the creative sector generates 3% of the world's GNP, but it employs only 1% of the total employed population in the world [5].

Creative economics uses the achievements of the economics of knowledge and is based, above all, on the materialization of new, original ideas and designs both in the sphere of science and research activity and in the field of business, art, culture, or design.

The most important reasons for the increased growth of the global creative sector are:

1) the high share of added value in all sectors of the creative economy and the absence of natural barriers both in terms of production and in terms of consumption;

2) the emergence of dozens and hundreds of new businesses in the creative and entrepreneurial spheres, leading to the creation of new workplaces;

3) technologies provide the necessary resources for the development of creative industries: digitalization, additive technologies, and piece-by-piece intellect;

4) creation of goods and services mainly for the international market.

The creative economy is one of the fastest-growing sectors of the world economy, not only in terms of income generation but also in terms of creating new jobs and increasing export earnings.

Among the problems of the creative economy development, the scientists see the following: insufficient development of infrastructure (business markets for the presentation of ideas); lack of professionals with business knowledge and high technology education for the promotion of creative products; low level of diversification of the economy and underdevelopment of the sphere of services; low level of education, which affects the quality of human capital; the creative economy is working "in the shadow"; the necessity to change the conditions of employment to a more flexible, providing the opportunity to obtain new skills and professional growth.

Support for the creative sector of the economy is seen in the development: The activity of professional networks and associations; the strengthening of organizational potential, including through special education and lifelong learning; work of incubators and acceleration centers; creation of clusters and hubs; internationalization (orientation on the world markets) [6].

In the Global Index of Creativity (talent, technology, tolerance), Ukraine occupies an insignificant place (presence of a creative class - 40th place, talent index - 24th place, tolerance index - 105th place). Tolerance indicators are indirectly related to the general state of culture. High corruption often leads to a low level of culture, and low tolerance has a direct impact on the development of creative industries [7]. Successful development of creative industries requires, first of all,

human capital, which has certain characteristics, including a high level of education, professional skills, a propensity for creative activity and innovations.

For the purpose of effective use of resources of national projects, support, and internationalization of creative industries as a priority sector of enterprise, the task is to unite creative leaders of the creative economy, creation of "creative hubs" on the territory of the country, clusters that will ensure a comfortable entrance for cultural, creative and IT-business at the expense of privileged conditions, infrastructure for networking, organizational and business development.

The creative economy is a powerful economic sector that develops due to digitalization and the sphere of services. The contribution of creative industries will grow if the trend is used wisely, and we will live in a highly creative world in the future.

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