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THE DIRECTIONS OF CREATIVE ENTREPRENEURSHIP DEVELOPMENT IN UKRAINE

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НАПРЯМКИ РОЗВИТКУ КРЕАТИВНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ

Анотація. Визначено сутність поняття «креативні індустрії» та їх вплив на економіку країни. Сформульовано основні напрямки розвитку креативного підприємництва в Україні.

Ключові слова: креативне підприємництво, інновації, культура, технології, креативна економіка

The only way to be competitive in the 21st century is to create a value-based business model. In the digital age, the importance of main factors of production such as land, capital, and labor are vastly antiquated. Creativity and innovations became the fundamental base for the successful development of modern companies in the knowledge sharing economy. Therefore, innovative development is the key component of a creative economy. There is no single definition of the creative economy. This concept based on the connection between intellectual property, knowledge, and technology [1]. The definition of “creative industries” was implemented in the Ukrainian legal framework only in 2018. According to “The law on culture” [2], creative industries are “economic activities that aim to create value and jobs through cultural (artistic) and / or creative expression, and their products and services are the result of individual creativity”.

Certainly, the knowledge economy focuses on innovations and creativity. However, are these categories the interchangeable terms? The study researcher [3] explores the differences between creativity and innovation. The author highlights that creativity is an important element of innovation, but merely creativity is not enough. Innovations in modern context are the result of creativity and the process of successful implementation of any ideas. Particularly, the author suggests the statement that “innovation requires a spark to create something novel. Otherwise, it is business as usual”. The issue about how to link creativity and entrepreneurship in order to create an effective business model has continued to be a debatable question.

British Council research [4] explores that in a time of rapid globalization, many countries understand that the combination of culture and business that the creative industries represent is a powerful way of providing a distinctive brand of a country or a city, helping it to stand out from

its competitors. The value of widely recognized cultural ‘icons’, such as the Eiffel Tower in France, the Taj Mahal in India or the red buses in Britain has given way to whole cultural districts that combine arts and commercial activity.

The business in the sphere of cultural and creative industries starts growing rapidly. The creative industries refers to a range of economic activities such as visual arts, fashion, TV and radio, advertising, performing art, design, music, etc. According to recent researches [4,5], in Britain the creative sector is a powerful component of the UK economy, employing 1.8 million people and generating £ 84.1 billion annually. The UK, which has formed a government development program, created support agencies, provided preferential facilities, grants, and affordable loans. The Catalan Institute of Cultural Enterprises coordinates the activities of 140,000 creative entrepreneurs. This is one of Europe's largest creative industries clusters in Barcelona, which generates an added value of € 5.7 billion a year.

The global creative industries account for around 3% of global GDP and cover nearly 30 million workers. Therefore, these industries can contribute to the economic development of the country - helps to increase the level of employment, meet the consumer’s needs and booster the entrepreneurship.

To sum up, creative industries are the huge (potentially) sector of the economy, which combines the areas of culture, technology, and business. Thus, how this trend can we apply to the Ukrainian business environment? There is the Creative Enterprise Programme, which is the specialized business program implemented by the British Council in Ukraine jointly with the technological innovation agency Nesta and in partnership with PwC and creative hubs, communities in different cities of Ukraine. This program helps entrepreneurs to run their business in creative industries providing trainings in entrepreneurship through gaining needed knowledge and skills. However, many problems need solving. Consequently, the directions of creative entrepreneurship development are following. Firstly, there is a growing urgency for investing in soft skills development, since these skills are an essential part of success in modern business. Secondly, it seems to be having a problem with innovative infrastructure in Ukraine, which is vital to a country’s economic development and entrepreneurship both. To create new opportunities for cultural entrepreneurship for their realization and appropriate economic and legal conditions are the issues of great importance. Make culture popular in society through building an understanding that culture is not a system of our values (this ultimately essential), but is the field of the economy.

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MARITIME TRANSPORT CLUSTER DEVELOPMANT IN GEORGIA

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Abstract. The location of Georgia creates unique opportunities for maritime cluster development. Developing intensively sea transport, ports and marine products: fishing, tourist and recreational infrastructure. Ports constitute one of the most important nodes of transport networks. The functioning of the international transport corridor depends also on the ports and maritime transport. Strengthening Georgian transit function and their logistics infrastructure will improve competitiveness and the development of the Georgian economy.

The purpose of this article is possibilities of establishing maritime clusters in Georgia. Creating a cluster provides synergies and new opportunities for innovative handling of technological operations in port logistics. Creation of a maritime cluster on the basis of Batumi and Poti sea ports should increase the competitiveness of both the port and other companies – as a cluster members. Creating a cluster provides synergies and new opportunities for innovative handling of technological operations in port logistics.

Keywords: Cluster, Maritime, Transport, Transit, Logistic