

## RESEARCH OF INNOVATIVE FACTORS FOR THE DEVELOPMENT OF CREATIVE INDUSTRIES IN THE DIGITAL ECONOMY

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Annotation: Currently, the total value of the creative industries segment is estimated at more than 2.5 trillion. doll. Therefore, the creative segment is ahead of industry and other sectors of the economy, while the analyzed market has positive growth even during the crisis. These statistics necessitate the study of factors affecting the creative economy sector in terms of managing or eliminating them. The article analyzes the national and foreign, investigates the impact of innovative development on the creative segment of the economy, and also presents an authors' model for the development of creative industries in the digital economy, depending on the ranking of innovation growth factors.

### **Introduction.**

The scientific problem lies in the fact that the underestimation of the importance of the creative sector by Russian society leads to a lack of knowledge of the segment, an unambiguous definition of the term and, as a result, the unreceived potential benefits of the creative industry. However, the field of creative industries is recognized as a strategically important element of the country's development in Western Europe. In America, over thirty million jobs have been created thanks to the development of the creative economy. A program which has been developed to support small businesses in the creative economy works in Finland. In addition to financial benefits abroad, they pay great attention to creative education, for example, in Denmark this area is well-funded.

The development of this sphere in Russia is at the stage of formation and improvement. At present, it is being studied as a tool to combat the crisis and as one of the most effective means in the current conditions of economic growth and needs of the services market.

The complexity of the study lies in the absence or lack of official statistical information on the fundamental aspects of the market analysis for creative industries. The old model for the development of the sphere, the low adoption of modern technologies and services are significant obstacles to reforming the development model of the creative industries. Currently, there are a large number of studies devoted to the analysis of innovative development factors. The main information on this topic is provided by foreign studies.

### **Main part.**

Representation by a creative industry of one or another country influences interest in it, and a positive effect can be observed both inside the country and from the outside.

We list several positive effects of the functioning of the creative industries economy: the improvement of territories, cities, etc.; funding in the fields of culture and creativity; new workplaces; design and creation of innovative technologies, products; development of economic, cultural, political spheres; a factor in the development of a competitive environment in the market of goods and services, which contributes to economic growth; the elimination of fundamental problems of social significance, through the development of feedback between producers and consumers, the state and the population.

There are following measures which are relevant for Russian reality: ensuring the regulatory and legal justification of creative industries, creating a model for improving the creative sphere in Russia, analyzing and adapting foreign experience, constantly monitoring the dynamics of the results of actions to develop this sector, adjusting the chosen strategy when detecting downward trends.

The creation of targeted programs for financing creative industries determine the status of this

sector as a strategic priority for the development of the country's economy. Establishment of creative content agencies that ensure the popularization of creative products of domestic production on the world stage.

The creative industry was selected all over the world as a strategically important area of development leading to an improvement in the quality of life of people and the well-being of the country as a whole. In recent years, a number of institutions supporting the creative sector have been created: Inspiral, CrISP (project to support creative industries), CIDA (Agency for the Development of Cultural Industries) in London, Merseyside ACME (art, culture and media) and others.

**Conclusions.** This work complements the theoretical foundations of creative industries (analysis of the definitions of “creative industries” and identifying the most accurate concept, determining the factors of innovative development of creative industries and their comparative analysis) and practical significance (forming a model for the development of creative industries in a digital economy depending on the ranking of factors of innovative development, including conducting trainings on the possibilities of introducing innovative business methods).

In the modern world, the development of cultural industries has two main ways, the first is government support in terms of financing cultural institutions (creative educational programs, theaters, libraries specializing in this field of higher education institutions, buildings of historical heritage, museums), the second way, the distribution of creative media information.

Cities of Russia have the opportunity to acquire world-class status. This necessitates the provision of state support for creative industries, to understand the characteristics of each city, and to support the stimulation of the creative sector.

First of all, this is significant not only for improving the tourism environment, but also for attracting new personnel, professionals in their field, as well as for exchanging experience with international experts.

The results of this work can be recommended for consideration in cases of forming an innovative policy for the development of regions and the choice of areas for further growth by business entities.