

332.14:339.

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DEVELOPING SCIENTIFIC APPROACH TO RESEARCH CREATIVE INDUSTRIES IN MODERN CONTEXT

Interest to creative industries, determined by the development of information and communication technologies and the growth of the economic contribution from the cultural industries integrated with them to the development of countries due to the growth in demand for cultural products, as well as investment attractiveness and image, in addition to the growth of scientific research and publications acquired a global scale in the late 90s, as evidenced by the attention paid to them by the UN, UNESCO and other international organizations. It was the period of introduction and formulation of such concepts as creative industry, creative economy, and creative cities. In Russia, with its significant creative potential and one of the best cultural industries, the government attention to creative industries with the potential for economic growth of both the country and individual territories, as well as for the human capital development, was insignificant. In the early 2020s, when the coronavirus pandemic intensified the economic crisis and led to serious social consequences, culminating in the development of a complex crisis, defined by the authors of the article as a «synergistic crisis», most developed countries strengthened their state support, recognizing a significant potential for economic development in creative industries. Realizing the global trend, in 2021 the Russian government prepared the Concept for the Development of Creative Industries and tools for their state support. An analysis of its content demonstrates inevitable challenges in implementing the targeted prospects for the industries development and efficiency of their state support, which stimulated the authors to write a paper indicating the necessity and directions for scientific substantiation of the essence of creative industries and their role in the social and economic development of the country.

Keywords: creative industries, creative cities, creative economy, creative industries research areas.

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