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**DEVELOPMENT OF THE CREATIVE ECONOMY IN THE REPUBLIC OF CRIMEA:  
ANALYSIS OF INFLUENCE FACTORS**

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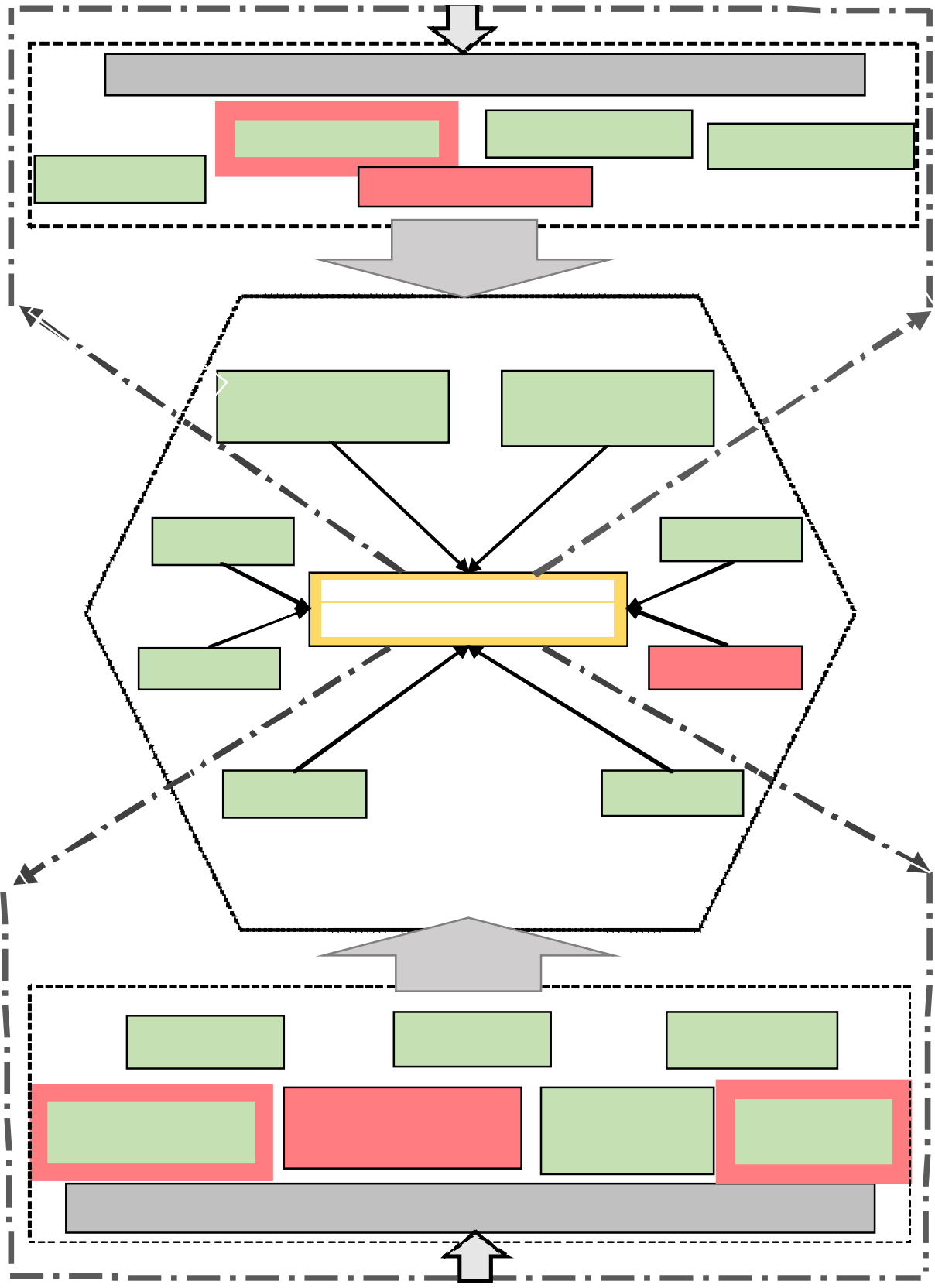
The relevance of the research is determined by the role currently assigned to the development of creative industries. The regions of Russia found themselves in a situation where their development becomes impossible without the use of a creative approach. Creativity, on the one hand, becomes an important prerequisite for the adaptation of regional economies to the conditions of the external environment caused by unfavorable geopolitical aspects, and, on the other hand, it allows to take advantage of the opportunities offered by scientific and technological progress and the level of development of society. The formation of a particular sphere of economic activity, including creative industries, is determined by the influence of a large number of various factors. The paper proposes a classification of environmental factors that positively or negatively affect the formation of the creative economy of the region. Environmental factors include background (political, economic, social, technological and demographic) and business factors (investment climate, administrative barriers, reference groups, financial organizations, buyers, suppliers, competitors). Factors of the internal environment form an independent category and include structure, mission, culture, resources, technologies, tasks, intellectual capital, creative capital. A detailed analysis of environmental factors in the Republic of Crimea is carried out, statistical data on elements of the background and business environment are provided. The assessment of the direction of their influence is given. The background factors that have a positive impact on the development of creative industries in the region include social, technological and political. Demographic factors negatively affect the development of the creative economy in the republic. Some economic factors contribute to the formation of creative industries in the region, at the same time there are also factors that hinder their development. The factors contributing to the formation of creative industries in the region include suppliers, buyers, reference groups, and competitors. Administrative barriers are called the main factor constraining the development of the creative economy. The key advantages of the Republic of Crimea for the formation of a creative economy are formulated.

*Keywords:* creative economy, industry, factors of external and internal environment, influence, intellectual capital.

[6].

[1, 2, 5, 6, 10, 13, 14, 16, 17, 19, 20].

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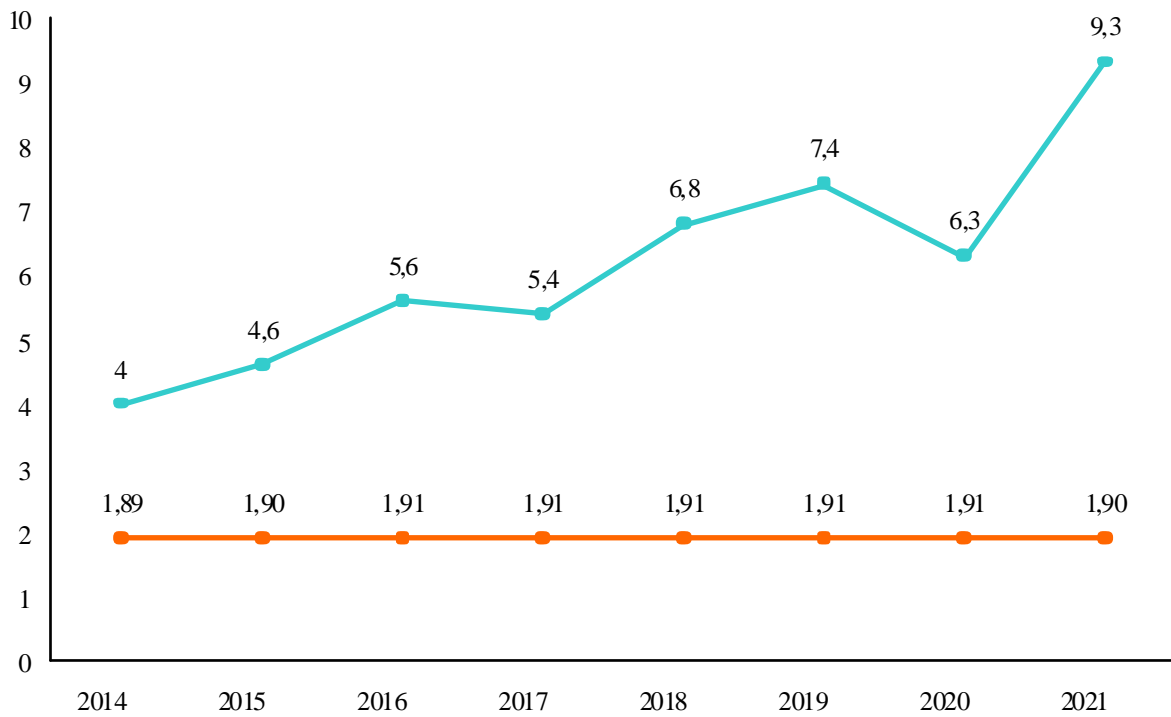


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), (16 %) . . . . . (13 %). — (65 % . . . . .

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) 4781 . . . . . 2021 . — 12343 . [22]; . . . . .

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. . . . . 0,5 . . . . . 2020 . . . . . 2016 . . . . .

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. . . . . 2022 . . . . . 1885,8

. . . . . 10,6 . . . . . (0,6 %) . . . . . 2021 . . . . .

7454 . ; — 3185 . 7896 . . . . . , 831 . (9,1 %) . . . . .

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43.99), . . . . . (58), . . . . .

(62, 63), (73), . . . . .

(69-74): 2020 . 10703,2 . . . . .)

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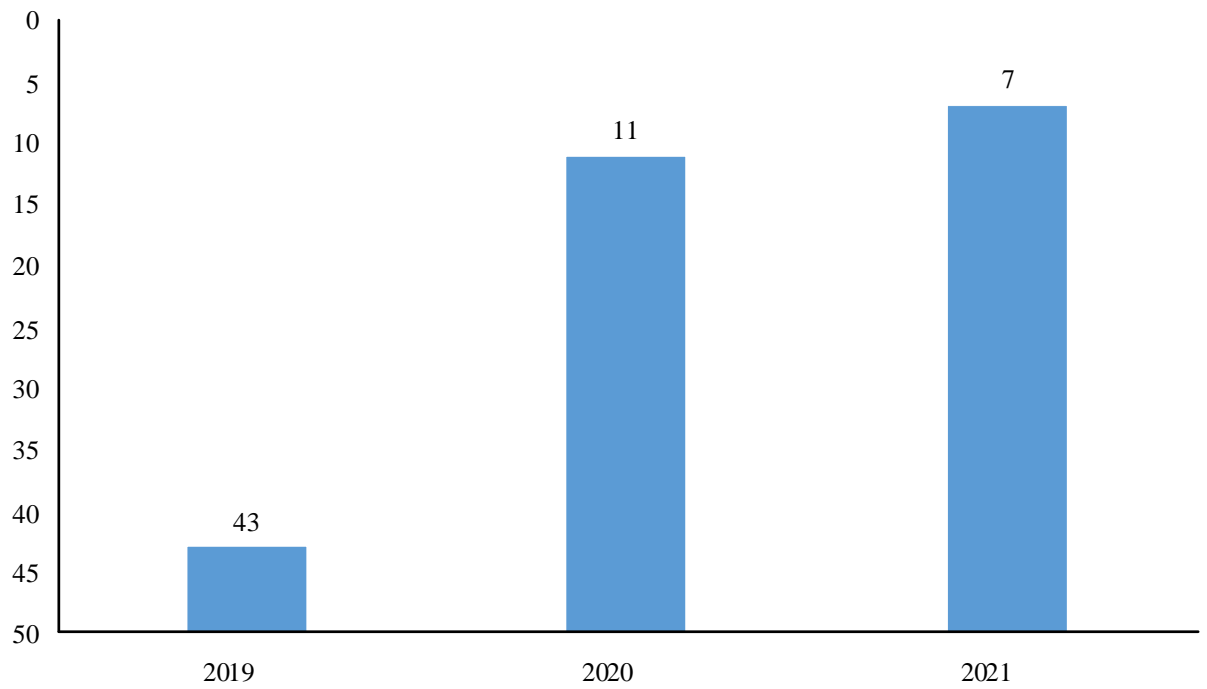
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2017 . 46,4 %; 2019 . — 66,3 % [9; 19].

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2022 2020 235 2021 . (2019 . — 43- ) ( 7 .3). 109,6

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50–70 % [16].

90,6 %

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9,36 %

[12].

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2022 . 114,7% (114,3%). 2021 .. 0,4% ,

8,1% 2018 . 470,6 . .. 2014-2019 . 206,6%,

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