

які б відповідали культурним цінностям. Стаття пропонує цінну інформацію, яка підкреслює необхідність подальших поглиблених досліджень додаткових культурних вимірів. Також вона сприяє нашому розумінню складних взаємозв'язків між культурою та вирішенням конфліктів і могла б бути певним орієнтиром для аналізу преференцій у міжкультурних конфліктах, сприяння управлінню розв'язанням конфліктів у мультикультурних проєктах та просування міжкультурного співробітництва і розуміння. Постійні дослідження в цій галузі необхідні для більш ефективного управління конфліктами в умовах дедалі більш різноманітного глобального ландшафту.

Ключові слова: культурні виміри, міжкультурна комунікація, вибір стилів вирішення конфліктів, управління конфліктами, міжкультурне вирішення конфліктів, міжнародні відносини, міжкультурне співробітництво.

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CREATIVE INDUSTRY OF CITIES AND REGIONS: MAIN FEATURES

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Abstract. *The article focuses on the importance of the developing creative industries in cities and regions as impulses for increasing the economic potential of territories and expanding the range of goods and services produced within territories. They could also be of tremendous importance working as translators of the territory's local identity to the global world. Analysis of recent research and publications underscores the creative sector's importance as a critical growth factor and a magnet for intellectual, creative personnel in the global arena. Theoretical and methodological foundations of the creative economy, popularized in recent decades, continue to be promising scientific developments in the search for progressive drivers of economic growth. Unresolved components within the creative industry demand meticulous examination, outlining primary challenges that persist and merit further exploration. The objectives of the article are to illuminate the pivotal role of creative industries in urban and regional development, emphasizing their contribution to economic, social, and cultural dynamics. The study explores stimulating conditions and production factors propelling the development of creative spheres, contributing to the ongoing discourse on progressive drivers of economic development in the contemporary world. Beyond economic parameters, the paper elucidates the profound intellectual and cultural implications of the creative industry. It serves as a reservoir for generating new knowledge, ideas, and technologies, preserving cultural heritage, promoting intercultural interaction, and transferring knowledge to subsequent generations. The main material of the research emphasizes the role of creative spheres as a special human activity meeting modern requirements for progressive development. The creative industry, as a branch of the economy, is based on the development of ideas, human intellectual activity, and technologies. It is concluded that the main feature of creative industries is the presence of a source of individual creativity, skills and talent*

with the potential to create jobs and well-being through the production and exploitation of intellectual property. A number of positive effects of developing creative industries (economic, social, cultural, innovative) are highlighted, allowing flexible integration into the new economic reality and contributing to the implementation of mechanisms for generating the creative potential of cities and regions. The development of creative industries ensures the disclosure of creative, intellectual, and innovative potential, adapting to deep and dynamic changes.

Key words: *Creative industries, intelligence, creativity, innovation, regional economy, digital economy.*

Statement of a problem. In the contemporary global landscape, the creative industry stands as a pivotal force driving economic development and societal transformation, particularly within cities and regions. As the world undergoes rapid technological advancements and shifts towards knowledge-based economies, the exploration of the main features of creative industries becomes not only pertinent but essential.

Understanding the dynamics and intricacies of creative industries is more than an academic pursuit; it is a strategic imperative in navigating the complexities of modern urban and regional development. The creative sector has evolved beyond being merely an economic contributor; it now plays a central role in shaping the identity, innovation ecosystem, and cultural fabric of cities and regions globally.

At the heart of the creative industry lies its capacity to fuel economic growth. By attracting intellectual and creative talent, fostering innovation, and contributing to the global marketplace, creative industries become engines of prosperity. The study of these industries becomes a gateway to unlocking new avenues for job creation, reducing poverty, and stimulating investment and business activity within the realms of digital platforms and ecosystems.

Beyond economic parameters, the creative industry has profound intellectual and cultural implications. It serves as a reservoir for generating new knowledge, ideas, and technologies. Delving into the main features of creative industries unveils their role as catalysts for preserving and creating cultural heritage, promoting intercultural interaction, and transferring knowledge to subsequent generations.

In an era where innovation and technological progress are keystones of development, creative industries emerge as crucibles for supporting small businesses, start-ups, and entrepreneurial structures. The study of these industries not only sheds light on their current impact but also

unveils their potential to drive future innovation, responding dynamically to changing socio-economic landscapes and seamlessly adapting to new formats and interactions.

The global surge in the creative sector's growth, even during economic downturns, underscores its resilience and adaptability. The examination of creative industries within cities and regions becomes a window into understanding not only global trends but also local dynamics. By capitalizing on intellectual, creative, and cultural resources, regions can strengthen their production potential, boost tourism, and enhance employment opportunities.

In essence, this exploration into the main features of creative industries transcends academic curiosity. It is a deliberate effort to unravel the transformative power of creativity, innovation, and intellectual capital in the context of urban and regional development. By probing into the intricacies of creative industries, we aim to contribute to a deeper understanding of their role as catalysts for economic, social, and cultural evolution, providing valuable insights for scholars, policymakers, and practitioners alike.

Analysis of recent researches and publications. In modern conditions, the creative sector of economic development becomes the most important growth factor and a source of attracting intellectual, creative personnel, as well as a space of filling with new meanings and ideas competing in the global world. The study of theoretical and methodological foundations of creative economy has been widely spread in the last few decades and continues to enjoy wide popularity as promising scientific development in the search for economic development progressive drivers. So, R. Florida characterized the representatives of the creative class of society as people who are able to create new knowledge, technologies and make a significant contribution to economic growth and change the image of the territorial space of the future [1]. K. Oakley and J. Ward believe that the creative economy attracts and retains highly qualified personnel and becomes a source of innovative development [2]. At the same time, S. Morton [3] emphasized in favor of the role of universities, considering them platforms of intellectual and creative saturation, directly involved in spreading the structures of creative economy ideas in practice.

We believe that in modern conditions the studies aimed at the creation and realization of stimulating conditions and factors of production for the development of creative spheres, which give a powerful impetus to economic progress, are of particular relevance. Let us turn to the methodology of studying the main characteristics of creative spheres in the economy. In a number of scientific publications, creative industries are called "cognitive", acting as the main influential factor in the development of the knowledge economy. Undoubtedly, the growth of knowledge is the main source of human welfare growth. Analyzing the history of human creativity, J. Mokyr concluded that the increase in knowledge is the result of people's constant desire to invent and innovate even in the absence of institutional incentives [4, 5]. Structural and price changes occurring in factor markets have altered the incentives to acquire new knowledge about the means of production.

Unresolved components of a common problem. Within the intricate tapestry of the creative industry's landscape, certain components of the overarching challenges remain unresolved, demanding meticulous examination. As we navigate through the diverse facets of this dynamic sector, it becomes evident that specific aspects warrant more in-depth scrutiny to unravel the intricacies inherent in its functioning. This paper aims to delineate the unresolved components within the creative industry, outlining the primary challenges that persist and merit further exploration. By clearly defining these unresolved aspects, the article establishes a framework for understanding the complexities inherent in the creative economy, paving the way for targeted and nuanced investigations. While substantial strides have been made in understanding the creative industry, certain areas remain enigmatic and necessitate comprehensive research.

The essence of the creative industry is inherently marked by its dynamism and perpetual evolution. Consequently, issues arise that may elude conventional analyses. In examining the unresolved components of the creative industry, it is imperative to identify challenges that have thus far defied comprehensive solutions. By elucidating these persistent issues, the paper aims to prompt a collective effort to dissect, analyze, and eventually resolve the intricacies that hinder the optimal functioning and growth of the creative economy.

The formulation of the objectives of the article. The paper aims to illuminate the pivotal role of creative industries in urban and regional de-

velopment, emphasizing their contribution to economic, social, and cultural dynamics. It seeks to underscore the transformative power of creative spheres, driven by new technologies, in shaping vibrant and competitive territories. This study endeavors to explore the stimulating conditions and production factors that propel the development of creative spheres, offering a comprehensive understanding of their role in propelling economic progress. By examining the main characteristics of creative industries, the article seeks to contribute to the ongoing discourse on progressive drivers of economic development in the contemporary world.

Statement of the main material of the research. The main role in solving this problem is assigned to creative spheres, which we interpret as a special sphere of human activity that meets the modern requirements of progressive development with the preservation of priorities in suggesting creative ideas, intellectual initiatives, innovative technologies. Creative industry is a branch of economy based on the development of ideas, human intellectual activity and technologies. Modern researchers, supporting the ideas of the fundamental theory founders, argue that "creative industries are unique sectors of the economy, created by mass communications and the spread of globalism and divided into two types: cultural and intellectual" [6]. Thus, it can be concluded that the main feature of creative industries is the presence of an individual source of creativity, skills and talents that can create jobs and thrive on the production and exploitation of intellectual property.

The effectiveness of the creative economy is based on the collaboration of creativity, entrepreneurship and technological innovation. Creative industries form the basis of a creative economy that promotes inclusive development and can derive a unique creative product from an intellectual and creative source. At the same time, the synthesized creative product will have a double value (both commercial and cultural).

The creative industries contribute to the creation of economic, social, cultural, innovative effects and include:

1. Economic effects:

- gross domestic product (GDP) growth;
- the leading role of a developed creative industries sector in the economy is linked to the process of creating additional jobs and reducing poverty;
- make a significant positive contribution in favor of people;

- have significant export potential;
- stimulate investment and business activity;
- help in the development of digital platforms and ecosystems.

2. Social impacts:

- developing and improving the quality of human capital;
- preservation of personal and social interest in the bottom line;
- successful social and networking interaction;
- opportunities for creative self-realization of the subjects of creative industries.

3. Cultural influences:

- creation of cultural heritage sites and values;
- successful intercultural interaction;
- continuity of knowledge transfer to subsequent generations;
- popularization and promotion of creative products and regional branding.

4. Innovation effects:

- supporting small businesses, start-ups, innovative companies and entrepreneurial structures;
- stimulation of innovative activities.

Capitalization of intellectual, creative, cultural resources occurs through the development of creative spheres, the places of which are certain territories.

Urban agglomerations become centers for the development of skills and abilities in the field of creativity, technology, intelligence, uniting the production of cognitive, analytical, scientific, cultural content. Thus, objective conditions for the organization of media parks and creative teams are formed. The development of the sector is closely connected with urbanization and the phenomenon of "smart cities" attracting highly qualified personnel from the sphere of culture and high technology.

Thus, within the framework of implementing the Spatial Development Strategy of the Republic of Azerbaijan, it is envisaged to adopt the Concept for the development of creative industries and mechanisms of their state support in large urban agglomerations.

Creative industries will allow regions to strengthen production potential, tourism, small and medium-sized entrepreneurship and increase employment, especially among young people, women and people with disabilities [7]. It should be noted that the creative industries make up

value that contributes significantly to human development. For example, it is the use of creativity and intellectual capital: the stronger the creative industries in a region of the country are, the more vibrant the territories become.

Creative industries make products for markets at different levels without spatial constraints or barriers in the production and consumer spheres. The benefits of digitalization (artificial intelligence, innovative technologies, virtual and augmented reality) drive the development of creative industries. Creative industries have the ability to react and respond quickly to changing socio-economic situations, moving fast into new formats and interactions.

The rate of developing the creative industry is much higher than in traditional sectors of the economy, even during the economic recession the volume of the global creative sector grew by 14 %. The global indicator of increasing the share of creative industries in the economic structure shows a steady trend: in developed countries its share in GDP ranges from 5 to 9 % [8].

The development of creative industries ensures the disclosure of creative, intellectual, innovative potential of national ecosystems, their adaptation in the conditions of deep and dynamic changes [9]. It can be concluded that the driving force for the development of various creative spheres is new technologies, which are responsible for rapid access to the means of creative production.

In modern society, a commodity can be not only a material thing, but also knowledge. In the future, knowledge becomes a brand, undergoes stylization and acquires its own peculiarities, and territorial competitiveness, as a rule, is determined by its originality and uniqueness.

Conclusion. In crafting this exploration of the main features of creative industries within cities and regions, the study aimed to provide a comprehensive understanding of their multifaceted impact on economic, social, and cultural dynamics. The paper underscored the transformative power of creative spheres driven by new technologies in shaping vibrant and competitive territories. The study delved into the stimulating conditions and production factors propelling the development of creative spheres, shedding light on their role in economic progress. By analyzing the main characteristics of creative industries, the article contributed to the discourse on progressive drivers of economic development in the

contemporary world.

Through an exploration of recent research and publications, the article highlighted the pivotal role of the creative sector in attracting intellectual and creative talent, fostering innovation, and contributing significantly to economic growth. It emphasized the broader impacts of creative industries on GDP growth, job creation, poverty reduction, and cultural preservation. Despite these insights, certain unresolved components within the creative industry were identified, signifying avenues for future research. These components, though integral to the overall challenges, remain enigmatic and demand further exploration. The dynamism and perpetual evolution inherent in the creative industry present challenges that elude conventional analyses, necessitating collective efforts to dissect, analyze, and resolve intricacies hindering optimal functioning and growth.

As the creative industry continues to evolve, future research endeavors should focus on addressing these unresolved components. The prospects for further investigations lie in understanding the nuanced interactions between creative industries, technological advancements, and societal changes. Exploring the uncharted territories within this vibrant sector will not only deepen academic understanding but also contribute valuable insights for policymakers and industry practitioners navigating the complexities of modern urban and regional development.

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КРЕАТИВНА ІНДУСТРІЯ МІСТ І РЕГІОНІВ: ОСНОВНІ РИСИ

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Анотація. У статті ключову увагу приділено важливості розвитку креативних індустрій міст і регіонів як імпульсів для збільшення економічного потенціалу територій та розширення асортименту товарів і послуг, вироблених на цих територіях, і як трансляторів локальної ідентичності територій глобальному світу. Аналіз останніх досліджень і публікацій підкреслює важливість творчого сектора як ключового фактора для зростання та привабливого місця для інтелектуальної і творчої еліти на світовій арені. Теоретичні та методологічні основи творчої економіки, популяризовані в останні десятиліття, продовжують бути перспективними науковими розробками у пошуку прогресивних механізмів економічного розвитку. Невирішені складові у творчій індустрії вимагають докладного розгляду, визначаючи основні виклики, які існують і вимагають подальших досліджень. Метою статті є розкриття ключової ролі креативних індустрій у міському та регіональному розвитку, зокрема акцентуючи їхній внесок в економічну, соціальну та культурну динаміку. Дослідження аналізує стимулюючі умови та фактори виробництва, які сприяють розвитку креативних сфер, перебуваючи при цьому в постійному діалозі щодо прогресивних факторів економічного розвитку у сучасному світі. Окрім економічних аспектів, стаття розглядає глибокі інтелектуальні та культурні наслідки творчої індустрії. Адже вона є джерелом для створення нових знань, ідей і технологій, зберігаючи культурну спадщину, сприяючи міжкультурній взаємодії та передачі знань наступним поколінням. Основний матеріал дослідження підкреслює роль творчої сфери як особливої сфери людської діяльності, яка відповідає сучасним вимогам прогресивного розвитку. Креативна індустрія як галузь економіки базується на розвитку ідей, інтелектуальної діяльності людини та технологій. Зроблено висновок, що основна риса креативних індустрій – це наявність джерела індивідуальної креативності, умінь і

таланту, що володіють потенціалом створення робочих місць і добробуту за допомогою виробництва й експлуатації інтелектуальної власності. Виділено низку позитивних впливів від розвитку креативних індустрій (економічних, соціальних, культурних, інноваційних), які дають змогу гнучко вбудовуватися в нову економічну реальність і сприяють реалізації механізмів генерації креативного потенціалу міст і регіонів. Розвиток креативних індустрій забезпечує виявлення творчого, інтелектуального та інноваційного потенціалів, адаптуючись до глибоких та динамічних змін у сучасному суспільстві.

Ключові слова: креативні індустрії, інтелект, творчість, інновації, регіональна економіка, цифрова економіка.

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EVALUATION OF THE INNOVATION-INVESTMENT FACTOR FOR AUGMENTING THE COMPETITIVENESS OF CONSTRUCTION ENTERPRISES

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Abstract. *This article delves into the multifaceted realm of innovation and investment processes, shedding light on their intrinsic nature, economic ramifications, and pivotal roles in fostering resource efficiency. The study meticulously examines investment policies, delving into the imperative factors that drive investments in innovations, thereby necessitating the enhancement of management systems. The crux of the narrative emphasizes the profound significance of integrating innovations and investments to optimize resource utilization effectively. The exploration begins by scrutinizing the economic landscape during the initial years of the Republic of Azerbaijan's independence. It dissects the strategic steps taken to reconstruct the economy, highlighting the pivotal role played by state investment programmes. Special attention is devoted to the nuanced analysis of investments in the construction industry. This scrutiny extends to the impact of the landmark "Agreement of the Century" and the strategic development of the construction sector of Azerbaijan. Utilizing data from 1995 to 2021, the research analyzes the growth trends of fixed assets and investments in fixed capital in the construction sector. Despite a setback in 2020 due to the COVID-19 pandemic, the sector demonstrated resilience, rebounding in 2021. The findings reveal a substantial increase in both fixed assets and investments over the studied period, underscoring the sector's pivotal role in the country's economic development. The research recommends a dual-perspective consideration of innovation and investment activities – both as internal management processes and as fields for capital application for potential investors. The importance of effective dynamic management of investment needs and resources is emphasized, especially in the early stages of innovative projects. The study also explores the correlation between the share of construction in investments in fixed capital and the degree of economic openness in Azerbaijan. The article suggests the necessity of adapting the management structure of construction enterprises to innovation and investment activities, involving the creation of specialized units within construction enterprises. This extended exploration underscores the intricate relationship between innovation, investment, and economic dynamics, portraying them as*