

Merzhvynska A.M.

RESEARCH MERITS CREATIVE ECONOMY AND ITS PROBLEMS AND TRENDS OF DEVELOPMENT IN MODERN CONDITIONS

The analysis also identified features of formation of the creative economy in terms of scientific and technological progress and postindustrial society; the basic directions and tendencies of its development – progress and regress; grounded directions of forming adequate features creative industry management system.

Creative economy based on intellectual work, creative approach, there is not only socially oriented and socially important areas. The apparent expression of her (as the generation and implementation of innovative ideas) there is more to expand the scale of shadow, corrupt, criminal, social and economic processes.

Formation of new, higher requirements makes the search for improved mechanisms to meet them. Meeting these needs can be done in many ways. It can be as traditional and well-known methods, and fundamentally new, innovative, creative technology.

The term "creativity" in a broad sense, means the work. Until recently in the domestic and foreign scientific literature these two terms are viewed as interchangeable. However, recently a number of authors tend to separate these two concepts.

Most of these processes clearly manifested recently in research and education, innovation in health care, construction, housing, migration, environmental and other areas of socio-economic development.

The creative economy is based on methodology adoption unusual, original and innovative management solutions, both to strategic development and overcoming recurring emergencies and crisis situations when you need to search for and implementation of innovative ways of survival, progress, achievement of competitiveness of the market and ultimately, the success in the competition.