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Conceptual approaches to the formation and development of creative industries in an inclusive economy

Abstract

Object: Substantiate the potential of an inclusive economy for inclusive economic growth, determine the significance and place of creative industries in them and study country modifications of the creative economy in the context of inclusive development: industrial, post-industrial and innovative dominants.

Methods: As a research methodology, the dialectical method of cognition and a systematic approach are used, revealing the possibilities of scientific research of socio-economic phenomena in the development of their interrelation and interdependence.

Findings: The principles of social inclusiveness and the required components of the environment are identified. The scientific theoretical concepts of creative industries in inclusive economic growth are studied. The experience of building country modifications of the creative economy has been studied. The mechanism of inclusive economic growth as a result of the economic activity of all strata is determined, and the factors of its sustainability are determined. The advanced experience in the development of creative industries in the global space has been studied.

Conclusions: Achieving maximum involvement in economic activity of labor resources and capital leads to a slowdown in economic growth. The main indicators of economic growth have the disadvantage of unequal participation in social production and unequal access to its results. Further stable sustainable economic growth is connected with the inclusion of all social strata in the economy. Engaging inclusive human capital requires creating the necessary environment. The change in the technological structure leads to an increase in the economic significance of intangible resources as a result of intellectual labor. The key to the development of creative industries is the cognitive abilities of people with a low dependence on the capital-labor ratio. The economy of network information creates additional opportunities for the comfort of communications. The creative economy and the inclusive economy dialectically accelerate each other's development. Developing countries have developed creative clusters and become leaders in exports of creative goods. Geographically, the export of creative goods and the possession of intellectual property patents are dominated by Asian countries.

Keywords: creative industries, inclusive economy, sustainable economic growth, patent applications, principles of social inclusion, inclusive subject, network information economy, creative industry stars attractiveness rating, creative clusters, creative parks.

Introduction

Currently, governments are more concerned with inclusive growth, which provides for a balance of vectors of social and economic development. Specific approaches and tools of economic development correspond to each technological structure. The transition to the sixth technological mode should also be reflected in the new development paradigm. Such a paradigm implies its own categories and content, bringing to the fore the inclusive growth of national economies.

Marginalization is characterized by the rupture of economic and social ties of individual strata or groups of the population. Inclusivity is not limited only within the framework of one economy; it is the subject of several sciences. Restrictions may be of various nature due to the physiological and non-physiological reasons.

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The pursuit of economic growth and the GDP growth rate as its main criterion has had many “failures” of social and environmental plans, which threatens its own sustainable rates in the long term and even the security of human existence. One of the significant “failures” of such growth is also that there are categories of the population that are not involved in the creation of the gross product and, accordingly, in ensuring well-being as a distribution result of the value created. Investments are mostly directed to highly liquid areas, while socially significant sectors are experiencing a shortage of financial resources.

In terms of social stability, inclusive actors currently in most countries are in a state of survival and covering their minimum needs, absolutely not having their own “safety cushion”.

According to the modern social approach, a non-inclusive subject is a problem; the problem is the imperfection of social mechanisms that create barriers. The solution to this problem is to integrate an inclusive subject into society.

Literature Review

Researchers consider an inclusive economic entity as the central core of an inclusive economy (Nesterova et al., 2022).

An inclusive economy involves the involvement of economically active inclusive actors. In the subjective aspect, the inclusion of an inclusive subject in economic activity is more related to his personal characteristics. In the global aspect, the inclusion of an inclusive entity in the economy is determined by a whole system of parameters (Zhu, 2022).

The spread of the concept of inclusive economic growth is characterized by “methodological nationalism”, when the problem of inclusiveness is considered mainly within the framework of the national economy. However, it is necessary to take into account the trends towards inclusiveness in the global interdependence (Hay, 2020).

The concept of sustainability implies a balance between meeting the current needs of people and not infringing on the needs of people and their subsequent generations in the future (Brundtland Commission, 1987).

As the industrial economy transforms into a creative economy, inclusivity becomes the main factor of economic growth (Mamedov, 2017).

Inclusive actors are also, to one degree or another, carriers of human capital, i.e. knowledge, skills, motivation and energy. In the realities of the post-industrial economy, human capital becomes a decisive criterion-forming factor of economic growth, generating and implementing creative ideas that turn into drivers of economic growth (Krivenko et al., 2011).

Human capital is considered as a factor of economic growth in the works of R. Solow and then in R. Lucas (Lucas, 1988).

The economic return in the creative economy is determined more by ideas and talents than by financial investments. Since the creative economy is not tied to material resources, namely to human activity, it is able to create jobs more dynamically (UN Resolution, 2019).

The World Intellectual Property Organization publishes an annual report on World Intellectual Property Indicators (WIPI) (WIPI, 2022).

Issues related to the prospects for the development of creative industries in the economy of Kazakhstan are considered in analytical reports prepared at the request of the British Consulate (Green Paper, 2021; British Council, 2022).

Methods

A systematic approach was used to determine the interconnections and interdependence of socio-economic phenomena. International data on indicators of creative industries have been studied and compared: correlation of concepts of creative industries in different countries, export of creative goods, attractiveness ratings for stars of creative industries, number of patent applications, revenues from creative activities, mapping of creative parks and clusters.

Results

Social inclusion implies the application of five principles (Fig. 1).

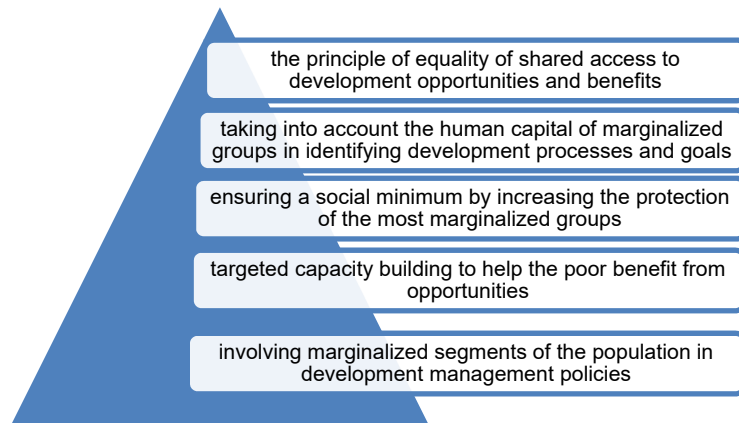


Figure 1. Principles of social inclusion

Note – compiled by the authors according to the source (Gupta et al., 2016)

The involvement of inclusive subjects in economic relations can be at four stages, delimited from the position of personnel management, taking into account the degree combination of readiness to build relationships (able / not able, configured / not configured). It is necessary to create an environment that promotes the most optimal option: capable and configured. The required environment includes the following components: inclusive education, value system, motivation, self-determination of the individual, regulatory framework, society (Nesterova et al., 2022).

Figure 2 shows that the inclusion in the economically activity of all strata, including inclusive entities that have previously untapped inclusive human capital, through an increase in the potential of the economy leads to inclusive economic growth.



Figure 2. Inclusive economic growth as a result of economic activity of all strata

Note – compiled by the authors

Inclusive human capital releases its value provided that its bearer, i.e. an inclusive subject, gets into an environment that is ready to build economic relations with him and promotes his recognition of his significance and value as a human person, shows flexibility and adaptability in a changing economic reality.

As a rule, a social policy focused on the assignment of benefits and the issuance of allowances is implemented in relation to inclusive subjects. Inclusive subjects, especially those with health problems, as a result are more prone to passive subsidized economic behavior, in which motivation for personal participation in economic activity is lost. Accordingly, encouraging the participation of inclusive entities in economic activity will lead to a change in personal income management schemes and the development of non-consumer disposal of them. This will also create an additional potential owner of savings as a source of investment resources. Then inclusive entities will arrange the disposal of income according to the standard scheme: income generation, saving, investing.

The idea of inclusive growth should be rethought as a broader concept of inclusive development. It should take into account the full range of ways in which people are deprived of the opportunity to participate and enjoy the benefits of economic growth and development. Some of these exclusion mechanisms are market-based, but many are not; some of them are specific to nation states, and some are transnational in nature.

Adherents of globalization are increasingly realizing that, if it is necessary to adhere to it, it is important to transform it into a more equitable and environmentally sustainable format. At the same time, it is also indisputable that global growth is a key factor in environmental degradation and climate change.

The ideas of inclusive growth and environmental sustainability are logically interrelated, and efforts to achieve them can be synergistic.

Inclusive growth is crucial, for example, to increase labor productivity, but it does not always lead to an

increase in middle-class incomes.

The new technological order, globalization and digitalization of the economy, as well as the priority of quality of life, have prompted scientists to rethink traditional theories of economic growth. The supremacy of gross economic indicators ceases to be a target for the development of national economies.

For quite a long time, as the main task of state economic policy, such coordination of factors of social production has been postulated, which will ensure economic growth. It, in turn, will create more income as a basis for social development.

Generally accepted macroeconomic (neoclassical, neo-Keynesian) models of economic growth considered such determinants as savings and investments, costs, and labor capital ratio. Thus, combinations of factors of production were the basis of economic growth. At the same time, either aggregate demand (neo-Keynesian school) or aggregate supply (neoclassical school) was seen as the driver of economic growth.

Such an understanding of economic growth no longer corresponds to modern realities; its focus is too narrowed on purely economic categories.

Neoclassicists argued that in addition to the classical concept of investment and capital accumulation, technological growth, which is driven by innovation and development, is the main factor of growth and development. In addition, given the current desire for sustainable development, this study raises the neoclassical theory of growth a step higher, exploring the modulating effects of technological growth (due to the density of mobile communications and ICT) in determining the pace of sustainable development.

The prospects for further economic growth within the framework of generally accepted schemes run into certain limits. The exhaustion of growth reserves in the framework of the focus on savings/investments, the capital-to-labor ratio forces us to expand the search.

The issue of maximizing the inclusion of economic resources to achieve economic growth is faced with increasing marginal costs. Thus, additional hiring of unused labor resources is accompanied by an increase in marginal labor costs. In order to attract additional labor resources from the able-bodied population, it is necessary to increase wages.

Traditionally in economics, economic growth is illustrated in the form of an upward-shifting curve of production capabilities. Economic growth due to the additional involvement of labor resources is interpreted according to the extensive type, considering the increase in the number of workers as a factor of extensive economic growth. The transformation curve shows the boundaries of the increase in product production and demonstrates the increasing opportunity costs associated with the increase in costs when forced to pull resources (including labor) from the production of other products.

In the well-known Neo-Keynesian (Harrod-Domar) and neoclassical (Solow) models, further economic growth based on increased labor force involvement requires population growth to increase growth potential.

An inclusive economy that involves previously untapped labor resources in economic activity does not focus on the population taken into account in the composition of labor resources. As a rule, inclusive subjects are not displayed as part of the able-bodied population, due to age limits and health status. Accordingly, they did not belong to the composition of the unemployed and the problem of their employment in the traditional employment policy was not strongly raised. The involvement of inclusive subjects in economic activity is not associated with wage growth as a motivating factor for employment, and therefore does not cause an increase in costs.

Based on the above, it follows that inclusive economic growth would be wrong to identify with extensive growth in its generally accepted understanding, which requires the availability of more labor resources in the economy. Inclusive economic growth does not require additional costs associated with an increase in the price of production factors, does not increase opportunity costs.

Modern researchers associate the former interpretation of economic growth with a narrow interpretation, while the inclusive one is called economic growth in a broad sense. The concentration of productive forces in megacities and agglomerations, on the one hand, and the shortage of resources in the periphery, on the other hand, lead to the loss of rural and remote territories from the process of creating and distributing national wealth.

Insufficient development of the infrastructure of the healthcare system leads to a deterioration in the quality of life and a slowdown in economic growth. Thus, economic development, characterized by discrimination in the social, cultural, scientific and educational spheres, becomes unstable. Ensuring economic inclusiveness is becoming an essential condition for sustainable economic growth.

The endless pursuit of economic growth leads to the depletion of non-renewable energy sources, the destruction of the environment, which creates risks of growth stability.

Modern scientists see a logical relationship between the ideas of inclusive growth and environmental sustainability; assume a synergy of efforts to achieve them (Gupta et al., 2016).

Sustainable growth implies maintaining its pace at a stable level for a long period. Ensuring sustainable growth is associated with reducing the negative impact on the environment. The vector of the state's economic policy is becoming inclusive sustainable economic growth, which requires the development and implementation of new mechanisms.

In “comprehensive” growth, the effect is provided by structural changes in the economy. State policy should activate all segments of the population and create conditions for their inclusion.

The growth of fixed capital should occur in parallel with investments in social infrastructure, medicine, education, employment, ecology, which will cause an increase in labor productivity and the quality of life of the population. There is a kind of synergy of effective social policy and sustainable economic growth.

In the macroeconomic perspective, two indicators play an important role: GDP per capita and total factor productivity. Since inclusive growth is perceived as economic growth distributed throughout society in an equitable manner, creating opportunities for all people, these two factors are only a starting point for analysis. From this point of view, it can be clearly seen that GDP per capita (or a similar indicator) cannot be a cardinal indicator of socio-economic development, and several new approaches have been proposed in this regard.

To fix economic growth, a number of well-known macroeconomic indicators are used. To measure inclusive development, the Asian Development Bank has proposed a methodology for calculating the IDI (Inclusive Development Index), which includes, in addition to the traditionally used indicators of economic growth, indicators of poverty and inequality, social inclusion, generational equality and sustainability (Elshin et al, 2021).

After 2017, when a new indicator, the Inclusive Development Index, was presented at the World Economic Forum in Davos (Switzerland), there was a change in the orientation of countries number towards inclusive economic growth.

From this point of view, the modern economy is also called the “economy of the individual”.

R. Solow drew attention to the increase in the efficiency of simple labor due to the increase in the level of education, qualifications and health of workers. In the production function of R. Solow, it is possible, in addition to investments and the number of employees, to take into account the influence of the factor of technological progress, which also takes into account the increase in labor efficiency as a result of improving the level of education, qualifications and health of workers.

R. Lucas developed R. Solow's model by introducing the learning efficiency (productivity) function. His version of the production function contained labor costs for the formation of human capital and an indicator of the stock of human capital in the economy. The scheme of R. Lucas, reflecting the economic equilibrium in dynamics with stable growth rates of physical and human capital, shows how, in the absence of external economic impact, the GDP growth rate will completely depend on the growth of human capital (Lucas, 1988). According to Lucas, the increase in human capital occurs as a result of the accumulation of practice in production.

There are a number of models where human capital acts as a factor of economic growth, among them the Uzawa–Lucas modification is a two-sector model of endogenous economic growth (Uzawa, 1965). The Uzawa-Lucas economic growth model allows to interpret the differences in growth parameters for different countries, as well as to explain the growing gap between poor and rich countries.

The modification of the Uzawa–Lucas model describes the equilibrium growth rates of the main macroeconomic indicators in a model factors of production of which are not only labor and capital, but also human capital and natural resources (Neustroev, 2012).

The educational sector of the Uzawa–Lucas model becomes a special case of the S. Rebelo model.

Human capital has been studied in the models of G. Mankiw, D. Romer, D. Weil, according to which physical capital and the qualifications of employees are mutually complementary.

The models of economic growth of S. Strumilin, T. Schultz, E. Denison take into account human capital, dividing the process of the influence of human capital on the growth into phases according to the objects of its formation (Apatova et al., 2020).

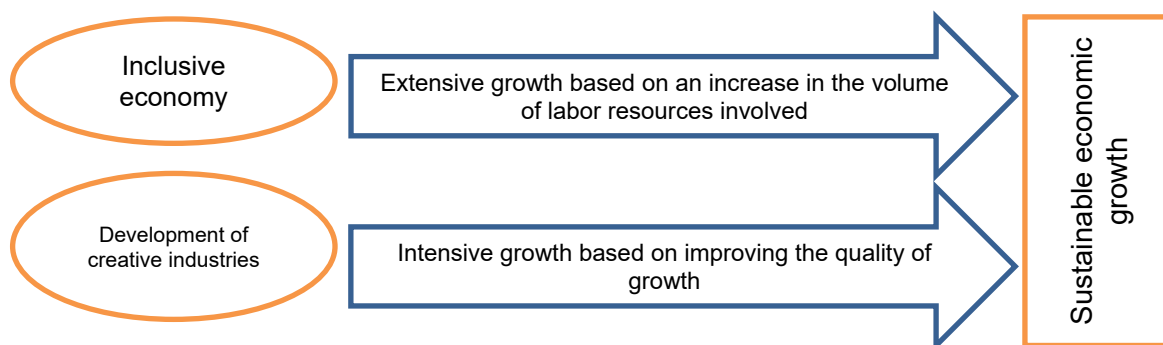


Figure 3. Sustainable economic growth as a consequence of the development of an inclusive economy and creative industries

Note – compiled by the authors

Discussions

In the context of digitalization and the development of information and communication technologies, the so-called economy of network information is being formed as a component of the creative economy. Figure 3 shows the distinctive features of the network information economy that enhance the development of an inclusive economy.

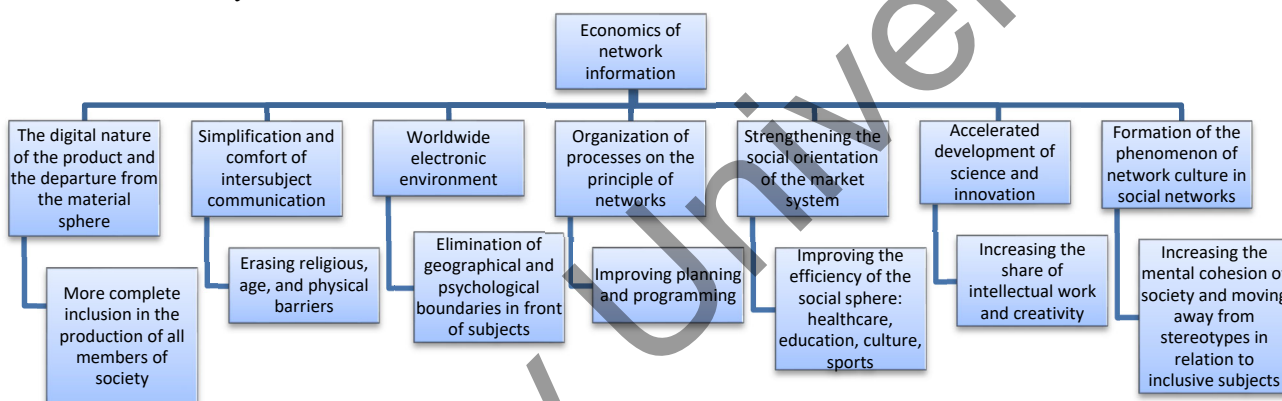


Figure 4. Factors of influence of the network information economy on the inclusive economy

Note – compiled by the authors according to the source (Krivenko, 2011)

In turn, an inclusive economy also influences the acceleration of the economy of network information. Thus, the potential of the networked information economy and the inclusive economy synergetically contribute to mutual development.

Summarizing the above in this section, it should be concluded that economic science presents theories describing the relatively average behavior of households and firms.

A significant “failure”, expressed in exclusion, in other words, falling out of the process of social production of goods of certain categories of the population, increasing social inequality, exacerbates the existing socio-economic situation.

The new vision of economic growth shifts the focus to the aspects of its sustainability, quality and participation in the creation of GDP of all economic agents.

The concept of inclusive economic growth reveals the reserves of economic growth in a more efficient use of production factors and a fair distribution of the generated income to all participants in production.

Currently, at the beginning of the XXI century, the countries of the world are at the stage of formation of a post-industrial economy. The change of technological structure causes certain transformations in economic dynamics.

The dominants of the industrial era were the material productive forces. In the era of the post-industrial economy and the fourth industrial revolution, intangible productive forces (knowledge, technology, reputation capital, etc.) become dominant. The post-industrial economy is characterized by the development of such areas of creative industries as digital design, virtual and augmented reality, artificial intelligence, 3D printing, the Internet of Things, neural processors, edge computing, augmented analytics, visual and voice services.

Culture becomes a resource for economic development, since the creative process is largely conditioned by culture. The understanding of culture as a specialized sphere that requires state subsidies for its maintenance is recognized as erroneous. Modern researchers recognize culture as a self-developing system that reproduces the creative environment. Creative industries are related to both culture and economy.

Initially, the concept of creative industries was applied by the UK government, which recognized them as an independent economic sector. UNCTAD applies a classification that includes four industries in the creative industry: cultural attractions and crafts; art; media; functional creativity (design and architecture, software, research).

Mapping and clustering are the tools to accelerate the development of creative industries. Mapping is the compilation of identification of the creative potential of territories, identification of interested economic agents and determination of measures of state support. Clustering involves the convergence and formation of formal and informal ties of cultural institutions with other sectors of the economy within certain territories and regions.

The creativization of the economy becomes a source of its innovative development and, in the future, an alternative to resource exports. For the development of creative industries, it is necessary to form a special creative social class.

In the economies of developed countries, the share of creative industries in GDP averages 8-12%, the global average value of this indicator is 6.6%.

If in the matter of attracting highly educated personnel from all over the world, the developed countries of the world take precedence, and then in the matter of attracting representatives of creative and cultural industries, the picture is different. According to the HSE Institute for Statistical Research and Economics of Knowledge, the rating of attractiveness of the world's countries for the stars of creative industries was led not only by developed countries: the USA, Great Britain, Germany and Japan, but also by China, Australia, the Republic of Korea (Table 1).

Table 1. Top 10 Rankings of the attractiveness of the countries of the world for the stars of creative industries

Position in the rating	Country
1	USA
2	Great Britain
3	China
4	Germany
5	Japan
6	France
7	Italy
8	Spain
9	Australia
10	Republic of Korea

Note – source (Babaeva, 2022)

After 2010, developing countries have clearly overtaken developed countries in terms of exports of creative goods and services (Figure 5).

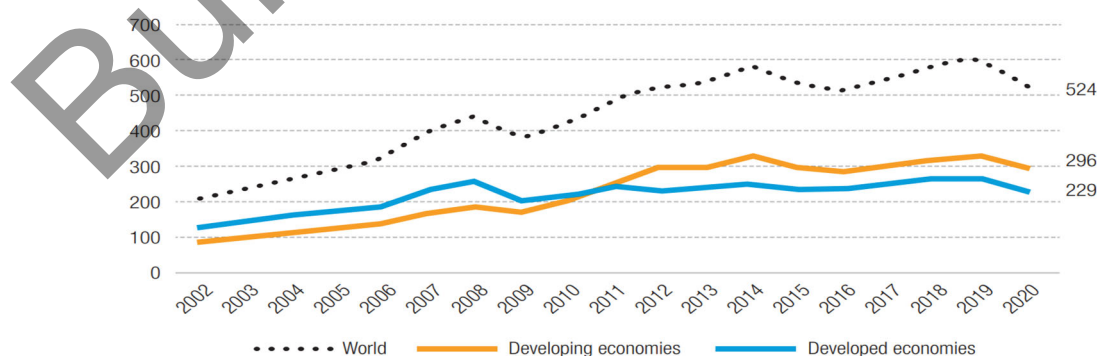


Figure 5. Export of creative goods by developed and developing countries, 2002-2020, (billion US dollars)

Note – source (unctad.org, 2022)

Despite the fact that the UN has defined a list of activities related to creative industries, different countries of the world have their own set of spheres forming their creative economy in different ways (Table 2).

Table 2. The most developed branches of creative industries

Country	The leading and most developed branches of creative industries
Australia	Fashion, video games, publishing
Brazil	Fashion, music, cinema, online media
Great Britain	Media, architecture, publishing
Germany	Design, publishing, audiovisual products
India	Video games, information technology, new media
Spain	Fashion, publishing, fine arts
Canada	Publishing, fashion, design, jewelry, animation and visual effects
China	Arts and crafts, new media, publishing, fine arts
Korea	Design, decorative and applied arts, new media
USA	Design, video games, fine art, publishing, new media and audiovisual materials
France	Design, fashion, jewelry, publishing
Sweden	Interior decor, publishing, fashion, toys, audiovisual materials and new media
Japan	Audiovisual products, new media, fine arts, performing arts, crafts

Note - source: (Kuznetsova, 2022;The World Bank , 2022)

Intellectual labor also creates certain intellectual property, for which patents are registered, and in the world overwhelming number of patents falls on the Asian region (Fig. 6). Among Asian countries, the largest number of patent applications filed abroad falls (in descending order) on manufacturers from Japan, China, and South Korea.

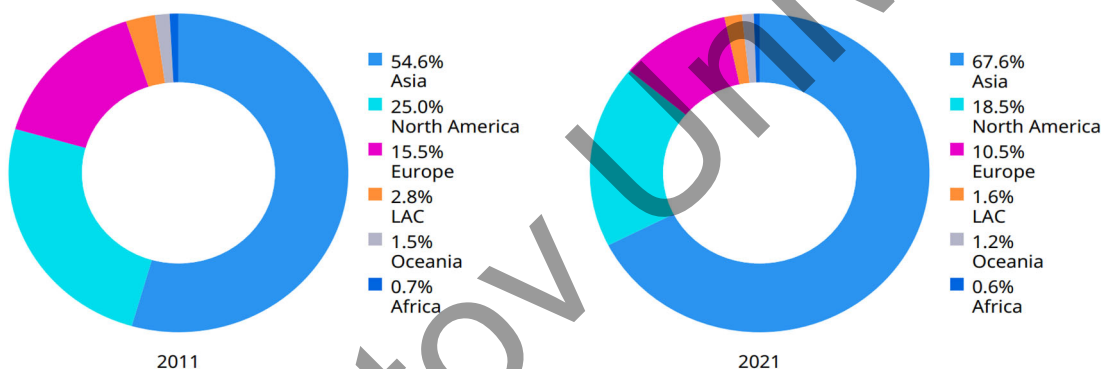


Figure 6. The share of patent applications among the regions of the world for 2011 and 2021

Note – source (WIPI, 2022)

In the past, developing countries were considered to have a fixed stereotype that economic growth in them was due to the large-scale use of labor and natural resources. According to the generally accepted scheme of changing technological patterns, it was assumed that due to the underdevelopment of the industrial basis, the formation of characteristic branches of the post-industrial economy in them is impossible. However, since 2015, the export turnover of creative industries in developing countries has exceeded the parameters of developed countries.

Each country has its own country modifications of creative industries.

The creative industries of the USA are dominated by two sectors. The first sector is commercial, within which business companies are engaged in design, creation of audio and video products, printed publications. They adhere to the strategy of glocalization – the production of products aimed at foreign consumers. Thus, they occupy significantly complement US exports and create jobs in the country. The second sector is the arts sector, funded by private donations.

The USA is home to the dominant companies doing business in the IT field, so the USA has become the center of attraction for IT specialists from all over the world. Silicon Valley is of particular importance in the active development of the IT sphere.

The Scandinavian modification of creative industries is based on the Swedish model of the economy (Novoselskaia, 2017). Thus, in Sweden, Denmark, and Finland, vocational education, programs to support cultural and art projects and innovations are widely available to the population.

The East Asian modification is well demonstrated by the experience of Hong Kong, Singapore, Taiwan. The differences are the rapid development of creative industries in the field of digital technologies, the creation of video games, rapid messaging systems, and the production of audiovisual products.

The creative industries of Japan are represented extensively: architecture, anime, cinema, all kinds of fine arts. In addition to all of the above, the most unusual is the export of the most Japanese lifestyle, philosophy, management technologies.

In South Korea, the creative industries were an outlet after the exhaustion of the potential of typical export industries (cars, electrical appliances, chemical products). A special subculture, a k-pop of genre, a developed cinema and media industry were formed.

The promotion of Chinese philosophy and culture is unique. It is carried out through the mass export of Chinese business products, the opening of Chinese cultural bases and Confucius institutes around the world.

The phenomenon of the Chinese economy is manifested not only in the leadership in the world market of exports of goods and services, in the creation of GDP. In China, the effectiveness of the country's modification of the world economy is evidenced by the fact that this country is the leader in terms of exports of creative industries in the global space (Fig. 7).

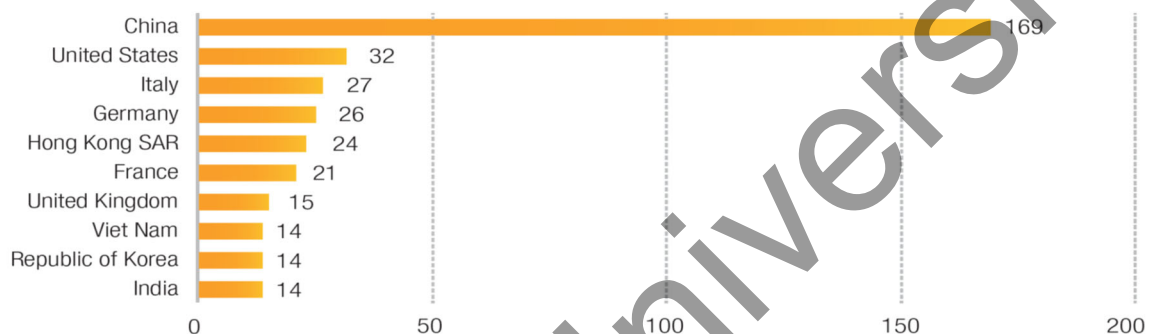


Figure 7. Leading countries among the world exporters of creative goods, 2020, (USD billion)

Note – source (unctad.org, 2022)

Despite the large-scale orientation towards a low-tech value chain, restrictions on liberal freedoms, China demonstrates high competitiveness in creative industries that provide for freedom of creativity, multiculturalism and cosmopolitanism. China is the largest net exporter of creative goods (Fig. 8).

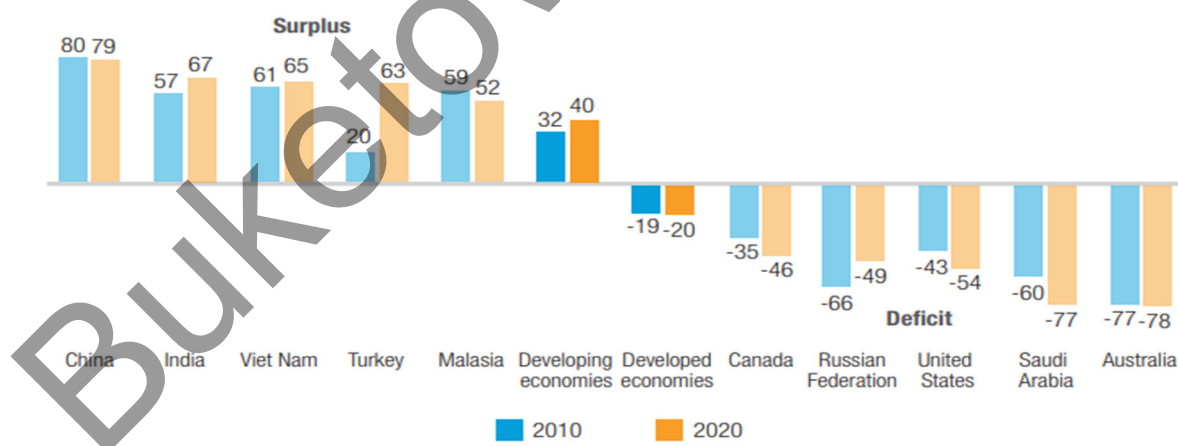


Figure 8. Trade balance of creative goods by countries of the world and level of development (as a percentage of trade in creative goods)

Note – source (unctad.org, 2022)

Such victories did not happen randomly, they were the result of thoughtful efforts by the government to form its own modification of the creative economy (Titov et al., 2019). Since 2000, plans and programs for the next five years have been developing China's creative industries as a source of strategic promotion in world markets.

Stimulating the formation of China's creative industries is deployed at all levels: government support, corporate projects, regional associations, private entrepreneurs.

If in the UK, for example, creative clusters have been created, then in China this process is presented on a larger scale, representing regional concentration areas of creative industries in a number of cities and provinces. Several creative parks and clusters can be concentrated within such creative regional zones. Creative parks differ from creative clusters, as parks have clear territorial boundaries, while clusters are more based on industrial relations. Thus, a number of diverse creative clusters and creative parks are localized on the territory of Shanghai.

Creative parks and creative clusters in China differ from creative technoparks in other countries, for example, several creative parks are located on the territory of the Digital Recreation Quarter in Shanghai.

The formation of a creative economy requires the creation of specialized infrastructure, in particular, creative technology parks and art parks, and moreover, the building of entire creative clusters in the economy.

Creative industrial parks concentrate centers of high technology and creativity. The creation of such parks makes it possible to unite carriers of creative potential and provide them with the environment required for creative activity. In such parks, a special atmosphere develops, which also includes an entrepreneurial spirit.

Depending on the available resources, creative technoparks are organized in different countries of the world to varying degrees of technology.

The introduction of the Federal Law "On Innovation Activity and State Innovation Policy" and the Law "On Culture in the Russian Federation" contributed to the Russian experience in the development of creative industries. Creative clusters are concentrated in two cities of Russia: St. Petersburg and Moscow. The peripheral territories of the Russian Federation are rather at the stage of the industrial economy, post-industrial transformations are delayed in them.

Geographically, 62 % of creative enterprises in Kazakhstan are located in two cities of the country – Nur-Sultan and Almaty (Green Paper, 2021). One of the main problems for the development of the creative economy in Kazakhstan is the lack of necessary infrastructure. Thus, a team of researchers, in the recommendations developed by the British Council for the development of creative industries in Kazakhstan, proposed to create creative hubs in the cities of Nur-Sultan, Almaty and Shymkent (British Council, 2022).

Conclusions

Inclusive economic growth is becoming more sustainable due to its following characteristics:

- 1) wider coverage of productive resources (human, financial) and more efficient use of them;
- 2) increasing efficiency by reducing the use of non-renewable energy sources, modernization;
- 3) reducing emissions of harmful substances into the environment, improving environmental well-being;
- 4) acceleration of infrastructure development: housing and communal services, energy supply, water and sewerage, transport;
- 5) activation of the use of intellectual capital and creative potential in value creation;
- 4) strengthening the development of the service sector;
- 5) increasing innovation activity in the creation of new products and technologies.

Unlike the creative industries of the UK and Europe, where computer games, fashion, and sound recording are more pronounced, traditional culture is more developed in Kazakhstan and Russia. One of the main problems for the development of creative industries in both Kazakhstan and Russia is that representatives of creative professions, science and the IT sphere are far from realizing their presence on the market, ignorance of marketing and advertising, are at odds with business instead of cooperating with it and integrating into business, are not focused on the production of really in-demand creative products.

The "youth" of the domestic creative markets, the lack of specially trained professional personnel (producers, promoters, PR managers, SMM, bloggers, experts and critics, collectors), as well as the underdeveloped infrastructure for supporting creative individuals (patrons, philanthropists, art connoisseurs), the unpopularity of cultural leisure institutions, events and local talents act as obstacles, retarding the growth of the creative industries of Russia and Kazakhstan.

In the post-industrial era, an increase in the scale of automation will lead to the disappearance of demand for routine work that can be robotized, as well as the massive growth of software and the transfer of computational and control operations to the functionality of artificial intelligence will lead to the uselessness of a large list of highly qualified professions. A high-tech economy will preserve the demand for labor using cognitive abilities: research, art, the sphere of emotional intelligence. Some researchers also refer to the crea-

tive economy as a “cognitive economy”.

It is possible that inclusive subjects are inferior to the majority of representatives of the labor force in aspects of work generally recognized for understanding, but they are also the owners of various temptations, creative continuation, often in demand in the creative economy. It is possible that inclusive subjects are inferior to the majority of representatives of the labor force in aspects of work generally recognized for understanding, but they are also the owners of various temptations, creative continuation, often in demand in the creative economy.

The products generated with the use of innovative and creative potential within the framework of creative technoparks gradually spill over into other, traditional sectors of the economy, becoming drivers of achieving high performance in them. Cross-industry innovations add value to several industries at once. At the same time, the added value in the creative economy is more of a symbolic value filled with socially significant and communicative properties of goods.

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Инклюзивті экономикадағы креативті индустрияларды қалыптастыру мен дамытудың тұжырымдамалық тәсілдері

Аңдатпа:

Мақсаты: Инклюзивті экономикалық өсу үшін инклюзивті экономиканың әлеуетін негіздеу, олардағы креативті индустриялардың маңызы мен орнын анықтау, инклюзивті даму контексінде креативті экономиканың елдік модификацияларын зерттеу: индустриялық, постиндустриалды және инновациялық доминанттар.

Әдісі: Зерттеудің әдіснамасы ретінде танымның диалектикалық әдісі және олардың өзара байланысы мен өзара тәуелділігін дамытудағы әлеуметтік-экономикалық құбылыстарды ғылыми зерттеудің мүмкіндіктерін ашатын жүйелік тәсіл қолданылды.

Қорытынды: Әлеуметтік инклюзивтілік принциптері және қоршаған ортаның қажетті компоненттері анықталды. Инклюзивті экономикалық өсу жағдайында креативті индустриялардың ғылыми-теориялық тұжырымдамалары зерттелді. Креативті экономиканың елдік модификацияларын құру тәжірибесі анықталды. Барлық топтардың экономикалық белсенділігі нәтижесінде инклюзивті экономикалық өсу механизмі айқындалды және оның тұрақтылық факторлары нақтыланған. Жаһандық кеңістікте креативті индустрияларды дамытудың озық тәжірибесі зерделенген.

Тұжырымдама: Еңбек ресурстары мен капиталдың экономикалық қызметке барынша тартылуына қол жеткізу экономикалық өсудің баяулауына әкеледі. Экономикалық өсудің негізгі көрсеткіштерінің кемшілігі — қоғамдық өндіріске тең емес қатысу және оның нәтижелеріне тең емес қол жеткізу. Одан әрі тұрақты экономикалық өсу барлық әлеуметтік топтардың экономикаға тартылуымен байланысты. Инклюзивті адами капиталды тарту қажетті ортаны құруды талап етеді. Технологиялық құрылымның өзгеруі интеллектуалдық еңбектің нәтижесінде материалдық емес ресурстардың экономикалық маңызының артуына әкеледі. Шығармашылық салалардың дамуының кілті — капитал мен жұмыс күшінің арақатынасына тәуелділігі төмен адамдардың танымдық қабілеттері. Желілік ақпаратты сақтау байланыс үшін қосымша мүмкіндіктер жасайды. Креативті экономика мен инклюзивті экономика бір-бірінің дамуын диалектикалық түрде жеделдетеді. Дамушы елдер креативті кластерлерді құрып, креативті тауарлар экспортында көшбасшыға айналды. Географиялық тұрғыдан алғанда, шығармашылық бұйымдары мен зияткерлік меншік патенттерінің экспортында Азия елдері басым.

Кілт сөздер: креативті индустриялар, инклюзивті экономика, тұрақты экономикалық өсу, патенттік өтімдер, әлеуметтік интеграция принциптері, инклюзивті субъект, желілік ақпараттық экономика, креативті индустрия жұлдыздарының тартымдылық рейтингісі, креативті кластерлер, креативті саябақтар.

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Концептуальные подходы к формированию и развитию креативных индустрий в инклюзивной экономике

Аннотация

Цель: Обосновать потенциал инклюзивной экономики для инклюзивного экономического роста, определить значение и место креативных индустрий в них, изучить страновые модификации креативной экономики в контексте инклюзивного развития: индустриальные, постиндустриальные и инновационные доминанты.

Методы: В качестве методологии исследования применены диалектический метод познания и системный подход, раскрывающий возможности научного исследования социально-экономических явлений в развитии их взаимосвязи и взаимозависимости.

Результаты: Определены принципы социальной инклюзивности и необходимые компоненты окружающей среды. Изучены научно-теоретические концепции креативных индустрий в условиях инклюзивного экономического роста, опыт построения страновых модификаций креативной экономики. Исследован механизм инклюзивного экономического роста в результате экономической активности всех слоев, и определены факторы его устойчивости. Изучен передовой опыт развития креативных индустрий в глобальном пространстве.

Выводы: Достижение максимального вовлечения в хозяйственную деятельность трудовых ресурсов и капитала приводит к замедлению экономического роста. Недостатками основных показателей экономического роста являются неравное участие в общественном производстве и неравный доступ к его результатам. Дальнейший стабильный устойчивый экономический рост связан с вовлечением в экономику всех социальных слоев. Привлечение инклюзивного человеческого капитала требует создания необходимой среды. Изменение

технологической структуры приводит к повышению экономической значимости нематериальных ресурсов в результате интеллектуального труда. Ключом к развитию креативных индустрий являются когнитивные способности людей с низкой зависимостью от соотношения капитала и рабочей силы. Экономия сетевой информации создает дополнительные возможности для коммуникаций. Креативная экономика и инклюзивная экономика диалектически ускоряют развитие друг друга. Развивающиеся страны создали креативные кластеры и стали лидерами по экспорту креативных товаров. Географически в экспорте товаров для творчества и обладании патентами на интеллектуальную собственность доминируют азиатские страны.

Ключевые слова: креативные индустрии, инклюзивная экономика, устойчивый экономический рост, патентные заявки, принципы социальной интеграции, инклюзивный субъект, сетевая информационная экономика, рейтинг привлекательности звезд креативной индустрии, креативные кластеры, креативные парки.

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