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**КРЕАТИВНА ЕКОНОМІКА: ТЕОРЕТИЧНІ ЗАСАДИ ТА ОСОБЛИВОСТІ ЇЇ
ФУНКЦІОНУВАННЯ В УМОВАХ СТАНОВЛЕННЯ НОВОЇ ЕКОНОМІКИ**

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**КРЕАТИВНАЯ ЭКОНОМИКА: ТЕОРЕТИЧЕСКИЕ ОСНОВЫ
И ОСОБЕННОСТИ ЕЕ ФУНКЦИОНИРОВАНИЯ
В УСЛОВИЯХ СТАНОВЛЕНИЯ НОВОЙ ЭКОНОМИКИ**

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**CREATIVE ECONOMY: THEORETICAL FUNDAMENTALS
AND FEATURES OF ITS FUNCTIONING IN THE CONDITIONS
OF FORMATION OF THE NEW ECONOMY**

The article considers the main components of the new economy, which is characterized by the transition from traditional (material) factors of production to intangible (intellectual and creative) and focus on the use of innovation, information and communication technologies, development and more. The study identifies three basic components of the new economy: creative economy, innovation economy and knowledge economy. The concept, essence, role and place of the creative economy at the present stage of economic development and on the way to the formation of a new economy are thoroughly considered. To achieve this, the article examines the components that make up the concept of "creative economy", defines their essence, clarifies the signs of creativity and identifies five levels of the creative process. The genesis of the creative economy is presented and a number of factors and events that contributed to its emergence and development, including the creation of computers, the emergence of the Internet and social networks and their commercialization.

The article presents and studies different definitions of "creative economy" by both foreign and domestic scholars, based on which the following approaches to understanding the definition of "creative economy" were identified: a component of the new economy, a set of specific socio-economic relations, a new concept and locomotive of economic growth.

The creative economy is considered as a systemic phenomenon, its principles and functions are clarified, the environmental factors are thoroughly described, the input and output parameters, the nature of the feedback are described and the results of the functioning of this system are presented. Based on the application of a systematic approach to the creative economy, its features of functioning are singled out. The main problems of formation and development of the creative economy are also mentioned, in particular, imperfection of the legal framework, lack of funding, lack of interest in investing in such components of the creative economy as education, culture, sports, etc. and identified ways to solve them. business entities and government agencies, providing support to both individuals and economic entities in the implementation of creative skills, accelerating the transfer of information within the interaction of participants in the creative sector of the economy, etc.

Keywords: creative economy; creativity; new economy; creative process; creative sector of economy; innovations; creative activity.

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