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4.5 The formation of the creative economy as a key vector of the digital transformation of enterprises

Humanity is experiencing a new epochal trend – a phase transition to the future socio-economic formation, which can be called a society of sustainable development. Its general goal is a person's social development against the background of harmonious relations between the economy and nature. The peculiarity of this transition is that it takes place in three industrial revolutions Industries 3.0, 4.0, and 5.0, which are a kind of general metatrends.

The Third Industrial Revolution is a phenomenon of radical qualitative transformation of socio-economic systems, characterized by the following processes: the transition to renewable sources of energy and raw materials, the mass introduction of additive technologies and network production systems, the digital basis of recording and transmission of information, the formation of horizontal production-consumer structures and corresponding forms of solidarity in economic relations.

The Fourth Industrial Revolution is the introduction of cyber-physical systems into the processes of production and consumption of products, which gives rise to fully automated networks capable of operating without direct human involvement (Industry, 2022).

The Fifth Industrial Revolution is a phenomenon of human adaptation to a synergized environment, during which the personal basis of a personality develops, in particular, based on the synergistic integration of human cognitive abilities and artificial intelligence, as well as human biological nature and technical means.

A feature of socio-economic systems is the active role of a person, who influences with his work the changes in the conditions of the external environment and the formation of the necessary prerequisites for transformational changes in these systems. In the process of epochal phase transitions that change the contours of human civilization in the essential triad of person (bio-labor-socio), the center of gravity gradually shifts from "bio" through "labor" to "socio". In the new sustainable/digital formation, the last origin (socio) takes the top place.

The development of a personality's nature should become dominant in the system of goals and values of the future society. For the first time in the history of mankind, in the conditions of full production automation (in particular, through the "Internet of Things"), a person can be freed from routine work to ensure his life needs to develop his creativity.

The personal needs of a "labor" person differ greatly from the personality needs of a "socio" person, contradicting the latter in some ways. Such a situation is due to fundamentally different human attitudes of "labor" and "socio".

"Labor" person is forced to constantly focus on achieving the final production result and improving labor efficiency. This logically determines its desire to reduce costs, standardize and simplify production processes (eliminating redundant elements), and standardize items and, tools, labor, particularly those of natural origin.

In contrast to the "labor" person, the "socio" person by its nature, has an infinite informational content of the formation of its essence. This determines the need for its development, accordingly, its contacts, on the contrary, with integral, complex, non-standard, diverse natural systems. Their potential informational acts as a source of formation of a personality's basis of a person.

The behavioral attitudes of the "labor" person and the "socio" person are also fundamentally different (Fig. 1).

The conducted analysis is extremely important for the formation of ideas about the role of man in ensuring the sustainable development of the economic system. A person can be in several interconnected roles: designer, producer, and consumer.

Person «labor»	Person «socio»
To finite	To non finite (in limited)
To discreteness	To holistic
To analysis	To synthes
To simplicity	To complexity
To standartization (unification)	To original (uniqueness)
To the usefulness of individual elements	To the value of whole natural systems
To ambiguity	To multiple meanings
To specialization	To universality
To monofunctionality	To multifunctionality

Figure 1. Comparative scheme of behavioral attitudes-aspirations of a person "labor" and a person "socio"

The economic system aims to satisfy the needs of all three conditional components of the essential human triad. However, the structure of these aggregate needs is constantly changing. At the same time, it is possible to note the tendency of a gradual increase in the share of a person's social needs in their overall structure. In particular, in the conditions of modern production, it is increasingly easier (in the sense of lower costs) to feed and provide living conditions for the "bio" person. It is increasingly difficult to satisfy the growing needs of the "socio" person, who acquires more complex properties.

In current conditions, the informational needs of a "socio" person are designed to transform the entire system of value orientations, defining a kind of social order. Its main purpose is to satisfy requests necessary for developing personal qualities. This is exactly what is foreseen by the goals of the Fifth Industrial Revolution (Industry 5.0), designed to harmonize the place of man, on the one hand, in the cyberized production environment, and on the other - in the natural environment.

The priority of the physiological needs of a person "bio" (needs for food, water, living conditions, etc.) and the technocratic interests of a person "labor" (production

needs, desire for profit, career growth, official prestige, etc.) are replaced by the needs of a person "socio" physical improvement, intellectual development, the realization of creative abilities, acquisition of knowledge, rest, aesthetic pleasure.

A person-consumer of the information economy fundamentally differs from the consumption of previous eras. The main thing is that all the specified components of a person's personal needs become an end in themselves and not a means of obtaining material goods in the future. By the way, the latter also promises to gradually transform from the primary goal into a means of securing information benefits. Thus, today the car is being transformed from a tool of travel outside the city to grow and harvest crops to feed the bio person to a means of travel to nature for recreation and regeneration of spiritual forces.

A person-producer increasingly moves from the influence on the material objects of work (changes in shapes, sizes, and properties) to the impact on information (formation of informational images). Even in the case of the production of material products, the task of the person-producer will increasingly shift from the transformation of material substances (this function will be transferred to machines) to the formation of information programs for the combination and interaction in space and time of material production assets.

A person-designer projects the contours of the environment where a person will live and work and the products he will consume. It is quite possible to expect two critical transformations in the activity of a human designer:

• sphere of consumption: the transition from the design of individual goods and services to the formation of life-giving complexes (conditions are created for the comfortable existence of a person "bio", the maximum development of a person "socio" and the realization of the creative potential of a person "labor");

• sphere of production: the transition from the creation of foreign (unacceptable) to nature (in terms of their composition and properties) objects of work and "broken" production cycles to the formation of nature-specific components of objects of work, the production and use of which are organized according to closed cycles.

The economic system, which, on the one hand, is aimed at satisfying personal needs and, on the other hand, is based on the use of the unique creative potential of a person, is conventionally called an innovative economy.

The creative economy is a new economic sphere that involves individuals and businesses realizing their creative potential through creating informational and innovative products and services (results), in particular: artistic, cultural, and scientific goods. It can also offer new life to goods and services that have performed traditional production and sales functions. The main thing is that such an economy not only creates new value and brings income to its producers but also gives opportunities to enjoy work and provides a wide range of directions for self-realization.

This term was first mentioned in the work of John Hawkins, a well-known researcher and a member of the UN Advisory Committee on Creative Economy, in the book "Creative Economy: How People Make Money from Ideas." Hawkins describes the creative economy as "creating value from ideas" (Hawkins, 2013). He considers the new economic process as a wave sweeping across the United States and steadily growing at about 5% per year. Hawkins concludes: to be competitive in the market, it is necessary to have creative potential and generate ideas. Otherwise, you get lost among hundreds of people just like you.

The emergence of a new economic class and its influence on the present and the future were successfully described by Richard Florida in the book "Homo creativus". The scientist noted that the creative class is "a set of professions that specialize in a new combination of knowledge and ideas to solve problems or create value" (Florida, 2014). In 2008, the UN Conference on Trade and Development agreed on a creative economy, which is "based on creative assets that can continuously contribute to economic growth and development" (Trade, 2008).

The creative economy is based on the sphere of services that are created by intellectual, creative work. Critical factors are knowledge, innovation, scientific achievements, and technologies based on modern progressive post-industrial society. Thus, intellectual and creative work turns into the leading driving force of the new economy.

Every year, more and more individuals and companies see creativity as a driving force designed to change the future process of development and bring a decent level of income to its performers. The creative economy includes hundreds of spheres of activity. Among them, in particular: television, fine arts, design, cinema, music, architecture, education, fashion, etc. This list can be continued endlessly because human imagination has no limits. The creative economy depends on the creative activity of people and the innovativeness of their works and not on the limitations of natural resources. Thus, this industry does not cause such damage to the environment as it is caused by industrial enterprises or agricultural production. It is these sectors that primarily deplete renewable and non-renewable natural resources massively and also pollute the environment.

Currently, the creative sphere is only gaining momentum and not only in terms of the number of employees but also in terms of its share in the world GDP. According to the United Nations, more than 50 million people working in this industry annually bring in 2.25 trillion dollars in income. In 2021, revenue from creative industries accounted for 6% of the global GDP.

The creative economy is concentrated in highly developed countries, where the necessary conditions for its development have been created. Because of this, talented and creative people are forced to leave small towns and underdeveloped countries, trying to realize themselves in megacities. Cities with a high level of innovation and culture include New York, Milan, Tokyo, Paris, and Madrid (Mazurenko V. & Kopiika, 2018).

Many international organizations are convinced of the prospects for the development of the creative economy and ensuring the sustainable development of humanity with its help. Among them, the UN and UNESCO should be singled out first of all. They are interested in finding new extraordinary projects related to the development of creative industries, supporting them financially, and providing benefits. Recommendations for further actions are being developed. To a large extent, this process of "encouragement" covers Europe, North America, and East Asia.

In Australia, the government has started issuing grants to support artists, writers, and other representatives of creative fields from disadvantaged groups in society. The goal is to popularize Aboriginal arts and create new employment opportunities for the population. Today, these indigenous people's income is about 150 million US dollars annually (Aboriginal, 2022).

In terms of the number of people employed in the creative economy, Ukraine is significantly inferior to the leading leaders (Japan, Great Britain, and Germany). However, it is approaching the average countries (table 1).

Table 1. Employment in the field of creative economy 2018 (The future, 2021)

Place	**Country**	**Number of employed, million people**
1	Japan	9
2	United Kingdom	3,1
3	Germany	3
4	France	1,2
5	Australia	1
6	Spain	0,9
7	Ukraine	0,9
8	Italy	0,6

In Ukraine, investing in creative industries still needs to be completed by the indicators of developed countries. However, specific programs are also implemented that stimulate young people to earn, activating intellectual potential. Examples include Startup Fund, Diya City, 5-7-9 loans, etc.

According to the NGO Global CMD-Ukraine and the Center for the Development of the Creative Economy, the development of the creative economy in Ukraine is quite dynamic. This development has become especially noticeable since 2015. The income of the creative economy in 2015 amounted to USD 3.35 billion, and in 2019 it reached USD 10.10 billion (table 2).

Table 2. Income from the creative economy in Ukraine (Rivchachenko, 2022)

Year	Income, billion USD
2015	3.35
2016	5.05
2017	6.62
2018	7.83
2019	10.10

The largest producer of added value in the creative economy sector in Ukraine is the IT sector, which accounts for 25% of the total added value. The largest share of IT technology exports is accounted for by computer services - almost 37%. In 2020, their income was 5 billion dollars, and in 2021 6.8 billion US dollars annually. The second place after IT is occupied by architecture and engineering, which bring 9.2% of added value. The third and fourth places are shared by cinema, television and information services, each bringing in 7.8%.

Among the creative sectors, Ukraine's most significant share of employed people is concentrated in the IT sphere. These are 200,000 people (21%). The next level is occupied by architecture and engineering 85 thousand people (9.3%), fashion design 69 thousand people (7.5%). Ukraine has prospects in the development of creative industries. Every year, the number of jobs here is significantly increased (Kreatyvna, 2022).

Recently, the creative economy is closely intertwined with all areas of our life. It affects education, science, and technical progress and determines the attractiveness of regions. In the process of formation of the creative economy, the main resource is information, and the key assets are personnel and their non-standard, innovative ideas. Thus, the main direction is to increase the quality of human capital. However, the development of this area also requires appropriate capital investments.

Creative industries develop best in large cities, megacities, and highly developed countries. Therefore, Ukraine needs to increase investments in this area to catch up with Germany or Great Britain. Due to the unfavorable socio-economic conditions in our country, thousands of talented people leave it to realize their creative potential, get decent wages and increase welfare. They invest their ideas and intelligence in the economy of other countries. The scientifically based investment will enable young

creative individuals to realize themselves in their native country and create prerequisites for increasing citizens' national income and welfare based on the intellectualization of labor.

Therefore, the institute of the new modernist cognitive and creative human capital should be oriented towards: new methods of training and training cognitive and creative intellectual human capital; increasing the well-being of human capital; innovative methods of positivity and emphasis on internal motivation of human capital; provision of a high-quality, safe environment for human capital (fig. 2).

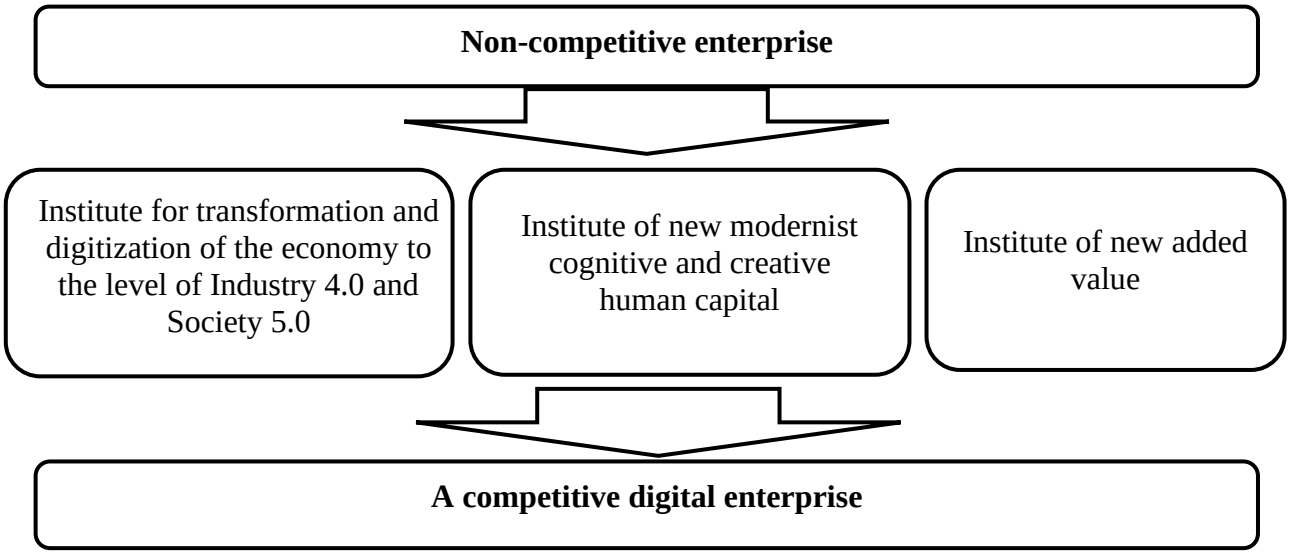

Figure 2. The model of ensuring the competitiveness of the enterprise in the conditions of the digital economy

And finally, the institute of new added value provides:

- deep processing of natural resources and agricultural products;
- creation of knowledgeable goods and services;
- development of entrepreneurship;
- creation of highly productive workplaces;
- support of new products that meet modern quality standards.

Therefore, the main drivers of modern business development are institutions and models aimed at digitization; ecosystems (creation of infrastructures to support and accelerate innovations, development of digital entrepreneurship); a motivational complex aimed at introducing incentives for human capital and business to

digitalization; learning and competences (lifelong learning and development of citizens' digital competences to make the most of digital opportunities).

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