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MANAGEMENT OF CREATIVE INDUSTRIES

МЕНЕДЖМЕНТ КРЕАТИВНИХ ІНДУСТРІЙ

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Анотація. В роботі розглядається теоретичний і практичний аналіз, а також обґрунтувано значення креативного менеджменту у становленні та розвитку креативних індустрій розглядаються крізь призму культурологічного підходу.

Ключові слова: креативні індустрії, культурологічний підхід, культурний менеджер, менеджмент креативних індустрій

Abstract. The article deals with theoretical and practical analysis, as well as substantiates the importance of creative management in the formation and development of creative industries are considered through the prism of cultural approach

Key words: creative industries, cultural approach, cultural manager, management of creative industries.

Introduction. Globalization processes necessitate a new understanding of the role of creative industries, emphasizing their importance in shaping Ukraine's cultural capital through creative management. Their development paves the way for integration into the global market, promotes project-based thinking, supports the preservation of national cultural heritage, and creates a human-centered environment. Covering a wide range of cultural areas, from fine arts and media to music, design, literature, and other forms of creativity, creative industries are a source of innovation, a driver of cultural change, and an important component of socio-cultural development. At the same time, the issue of identifying and substantiating the challenges faced by cultural processes in the creative industries, especially in the context of globalization changes and social transformations that require the effective application of creative management, remains open.

Main text.

The implementation of remote management, as a consequence of recent events in the world, i.e. the pandemic and then the full-scale war in Ukraine, is overwhelmingly appropriate for the management of creative industries. However, it is also appropriate for organizing the activities of artists and creative representatives of the sectors. Because remote management is a trend of culture 4.0 and society 5.0 with unique and progressive methods of the New Normal, where intellectual development is the basis of socio-cultural development of society in accordance with the changes and needs of the future.

Recent studies on the management of creative industries point to the following achievements. For example, K. Gulakova substantiates the conceptual foundations of creative management as a factor in the successful operation of Ukrainian enterprises [1]. N. Maksymovska reveals the features of creative management through the prism of creative technologies [2]. At the same time, I. Svidruk analyzes creative management as a specific organizational and managerial activity aimed at achieving results by stimulating creative activity for the implementation of innovations [3, 5-15]. V. Vasylenko, in turn, considers creative management as an integrated part of innovation management that ensures the generation and development of new ideas [4].

Thus, based on the integration and generalization of approaches in scientific research, the management of creative industries can be defined as a complex synergy of management mechanisms aimed at creating and developing a favorable environment for creativity. It is about forming a platform for innovation, efficient use of resources, stimulating the creative activity of specialists and supporting the processes of generating new ideas that ensure the competitiveness and success of enterprises in the cultural and creative space of Ukraine.

Thus, management in the creative industries is designed to ensure the development and dynamics of cultural processes based on a strategic vision and defined goals. Its content includes the formation of a creative environment, organization of effective management structures (both formal and informal) aimed at supporting creative activity. An important component is human capital and knowledge

management: training and selection of personnel, performance evaluation, development of information flows and knowledge sharing, organization of creative teams, motivation system and continuous professional development. A special place is given to the formation of a creative and organizational culture, which includes creating favorable conditions for the development of creativity, supporting flexible leadership models and developing elements of a creative corporate culture.

Conclusions.

The conceptual analysis allows us to conclude that the integration of remote management into the creative industries, in line with current dynamic trends, opens up new opportunities for the creation, representation, and distribution of cultural products. This approach contributes to enhancing human mobility, fostering cultural pluralism, and developing digital strategies that combine culture and the individual, society and innovation, creative ideas and digital technologies in a single synergistic space.

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CONTENTS

Innovative engineering, technology and industry

<https://www.proconference.org/index.php/usc/article/view/usc33-00-003> 3

IDENTIFYING THE IMPACT OF MILITARY ACTIONS ON THE SAFETY OF AGRICULTURAL PRODUCTS

Samilyk M.M.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-039> 7

ANALYSIS OF THE INTERFERENCE IMPACT ON THE TRANSMISSION RATE OF G.FAST BROADBAND ACCESS SYSTEMS

*Oreshkov V.I., Balashov V.O.,
Hynda V.V., Zapotichnyi D.Y.*

<https://www.proconference.org/index.php/usc/article/view/usc33-00-042> 13

JUSTIFICATION OF THE SHELF LIFE OF FUNCTIONAL PREBIOTIC SEMI-PRODUCT

Slashcheva A. V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-047> 19

ANALYSIS OF THE INFLUENCE OF SEGMENT WIRES LENGTH ON THE FREQUENCY CHARACTERISTICS OF A BRANCHED HOME ELECTRICAL WIRING NETWORK

Oreshkov V.I., Yanevych O.K., Mishanchuk D.V.

Computer science, cybernetics and automatics

<https://www.proconference.org/index.php/usc/article/view/usc33-00-018> 25

MULTIMODAL AUDIO ANALYSIS IN SOCIAL MEDIA: AN AI-DRIVEN APPROACH TO EMOTIONAL INSIGHT

Tumanov O.O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-019> 32

DEVELOPMENT OF THE INFORMATION SYSTEM ARCHITECTURE FOR THE IMPLEMENTATION OF AN INTEGRATED INFORMATION TECHNOLOGY FOR CALCULATING THE HEALTH STATUS OF AN IT PROJECT PORTFOLIO

Lanskykh Y.V., Pomohaibo D.A.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-027> 35

APPLICATION OF MULTI-AGENT SYSTEMS IN SCIENTIFIC RESEARCH

Tsymbal A.S.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-029>

41

RESEARCH OF REPLICATION LAGS IN NON-RELATIONAL DATABASES

Arkhypova V.V., Reznichenko O.V., Liashenko O.A.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-033>

44

INCREASING THE EFFICIENCY OF CYBER ATTACK DETECTION BY DESIGNING A NETWORK ANOMALIES ANALYSIS SYSTEM

Zamikhovska O. L.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-051>

52

INNOVATIONS IN QA: FROM STARTUPS TO BILLION-DOLLAR COMPANIES A Review of Testing Technologies — from Load Frameworks to Cloud Monitoring Systems — and Their Impact on Business Growth

Sheptun M.

Security systems in the modern world

<https://www.proconference.org/index.php/usc/article/view/usc33-00-016>

58

SECURITY CONSIDERATIONS FOR REMOTE ADMINISTRATION IN ELECTRONIC COMMUNICATIONS INFRASTRUCTURE

Poliakov O.L., Kuzmin A.V., Ivko S.O.

Development of transport and transportation systems

<https://www.proconference.org/index.php/usc/article/view/usc33-00-054>

63

THE ROLE OF INTELLIGENT TRANSPORTATION SYSTEMS (ITS) IN SUSTAINABLE SMART CITIES

Fedoruk I.S.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-055>

70

THE GREEN WAVE: HOW PREDICTIVE AI AND SMART MESSAGING ARE EASING URBAN GRIDLOCK

Sheludiakov D.A.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-056>

77

SYNCHRONIZING TRAFFIC LIGHTS: AN ADAPTIVE APPROACH TO REDUCE URBAN CONGESTION

Biednov M.O.

Architecture and construction

<https://www.proconference.org/index.php/usc/article/view/usc33-00-015> 84

MODERN DIGITAL TOOLS FOR PROJECT PRESENTATION:
TRANSFORMATION OF GRAPHICS AND COLOR

Sobko Y.T.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-026> 88

POST-WAR INFRASTRUCTURE RECONSTRUCTION:
INNOVATIVE APPROACHES AND INTERNATIONAL
EXPERIENCE FOR UKRAINE

Palamar M. M.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-037> 96

STRENGTH OF THE WEB OF I-BEAMS OF REINFORCED
CONCRETE UNDER THE ACTION OF SHEAR FORCE

Klymov Y.A.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-044> 103

TECHNOLOGY OF CHEMICAL FIXATION OF ANCHOR
FASTENERS USING ACRYLIC COMPOSITIONS

Zolotova N., Suprun O., Onyskiv A.

Physics and mathematics

<https://www.proconference.org/index.php/usc/article/view/usc33-00-006> 107

DEFECT LOCALIZATION IN REINFORCED COMPOSITES
USING THE GUIDED LAMB WAVES METHOD

Pysarenko A.M.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-020> 112

THE MATHEMATICAL MODEL OF HUMAN LIFE

Borysov Ye. M., Borysova D. Ye.

Medicine and health care

<https://www.proconference.org/index.php/usc/article/view/usc33-00-017> 116

ULTRASOUND MARKERS OF PROGRESSION OF RIGHT
VENTRICULAR DYSFUNCTION: MODERN APPROACHES
TO STAGE STRATIFICATION

Kozhyn M.I., Khodosh E.M., Rynchak P.I.

Agriculture, forestry, fishery and water management

<https://www.proconference.org/index.php/usc/article/view/usc33-00-053>

122

RESEARCH INTO THE RESTORATION OF THE CYLINDER BLOCK OF AUTO TRACTOR ENGINES

Ivankova O.V., Alforov O.O.

Dremlyuzhenko O.M.

Economy and trade

<https://www.proconference.org/index.php/usc/article/view/usc33-00-004>

129

THE IMPACT OF BUSINESS ANALYTICS ON TRANSPORT ENTERPRISES AND REGIONAL ECONOMIES

Redko N. A., Levishchenko O.S.

Amelina N.K., Chernish O.O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-009>

136

INNOVATIVE ASPECTS OF HUMAN RESOURCE MANAGEMENT OF ENTERPRISES IN THE CONDITIONS OF DIGITALIZATION

Spitsyna A.E., Liubarets V.V., Goridko N. M.

Golova I.G., Nesterenko O. O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-014>

144

SCENARIO ANALYSIS AND STRESS TESTING AS TOOLS FOR RISK ASSESSMENT IN THE GLOBAL ECONOMY

Parkhomenko V.V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-024>

149

TRANSFORMATION OF COOPERATION MODELS: THE EXPERIENCE OF EUROPEAN AUTOMOTIVE COMPANIES IN CHINA

Lymanova E.M.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-041>

155

DERIVATIVE SECURITIES IN THE FINANCIAL RISK HEDGING SYSTEM

Bashlai S. V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-046>

163

THE ROLE OF COMMODITY SCIENCE IN THE RESTORATION OF TRADE ACTIVITY IN UKRAINE AFTER THE WAR

Ilchuk M. M., Kyrychenko A.V., Tomashevskaya O.A.

Management and marketing

<https://www.proconference.org/index.php/usc/article/view/usc33-00-005> 168

METHODOLOGICAL BASIS FOR EVALUATING THE QUALITY
OF BUSINESS PROCESS MANAGEMENT WITH THE GOAL OF
ACHIEVING SUSTAINABLE DEVELOPMENT OBJECTIVES

Glukh V. P.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-008> 173

ECOLOGICAL INNOVATIONS AS A DRIVER OF SUSTAINABLE
DEVELOPMENT IN BUSINESS

Zabarna E.M., Chernenko E.U., Cherepanova N.O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-013> 181

SYSTEMIC MARKETING AND CONSUMER BEHAVIOR

Zhuk O.I.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-022> 186

CHALLENGES AND INNOVATIVE STRATEGIES IN TALENT
MANAGEMENT OF CROSS-BORDER TEAMS: A MULTI-CASE
EMPIRICAL STUDY

Lin Ding

<https://www.proconference.org/index.php/usc/article/view/usc33-00-032> 192

QUANTITATIVE UNITS OF MEASUREMENT OF PUBLISHING
PRODUCTS AND METHODS OF THEIR CALCULATION

Shpak V.I.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-050> 197

INNOVATION AS A COMPONENT OF SOCIOCULTURAL
ACTIVITY

Hetmanchuk D.K.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-057> 200

UTILIZING THE BALANCED SCORECARD TO MANAGE
THE SUSTAINABLE DEVELOPMENT OF ENTERPRISES

Zhang Qin

Tourism and recreation

<https://www.proconference.org/index.php/usc/article/view/usc33-00-040> 209

ENTREPRENEURIAL ACTIVITY IN THE HOSPITALITY
INDUSTRY: GLOBAL TRENDS, THE UKRAINIAN
CONTEXT, AND DEVELOPMENT PROSPECTS

Budnyk N.V., Moroz S.E.

Kalashnyk O.V., Levchenko Yu.V.

Education and pedagogy

<https://www.proconference.org/index.php/usc/article/view/usc33-00-001> 217
INTEGRATING ENVIRONMENTAL ASPECTS INTO THE EDUCATION OF SERVICE SECTOR PROFESSIONALS WITH THE PARTICIPATION OF STAKEHOLDERS
Liubarets V.V., Biriukova O.V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-002> 221
COMPETENCY-BASED APPROACH AS A METHODOLOGICAL BASIS OF HIGHER EDUCATION
Maslo I.M.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-035> 230
FORMATION OF HEALTH -SAVING COMPETENCE OF ELEMENTARY SCHOOL STUDENTS IN A NEW UKRAINIAN SCHOOL
Danyliak R.Z., Homyn D.O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-036> 235
FORMATION OF PUPILS' CIVIC CONSCIOUSNESS IN THE CONDITIONS OF THE EDUCATIONAL PROCESS OF PRIMARY SCHOOL
Danyliak R.Z., Komarchyn N.R.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-043> 240
CIVILIZATIONAL THRESHOLDS AND THE TRANSFORMATION OF SCIENTIFIC KNOWLEDGE
*Shamsutdynova-Lebedyuk T.
Lebedyuk Y., Shamsutdynov B.*

<https://www.proconference.org/index.php/usc/article/view/usc33-00-045> 244
ROLEPLAY CHATBOTS AS A POWERFUL LANGUAGE LEARNING TOOL
Mudrynych S.Yu., Maslova L.O., Lysenko O.A.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-048> 249
INTELLECTUAL PROPERTY AS A TOOL FOR THE DEVELOPMENT OF BIOTECHNOLOGY IN PHARMACY: AN EDUCATIONAL APPROACH
*Zaitseva G.M., Gozhdzinsky S.M.
Pushkareva Ya.M.*

<https://www.proconference.org/index.php/usc/article/view/usc33-00-049> 252
THE NECESSITY AND EFFECTIVENESS OF DISTANCE LEARNING
Verholias O., Vergolyas O., Vergolyas M.R.

Psychology and sociology

<https://www.proconference.org/index.php/usc/article/view/usc33-00-007> 259
RESEARCH ON THE PROFESSIONAL ORIENTATION OF HIGH SCHOOL STUDENTS DURING MARTIAL LAW IN UKRAINE
Lomakin G.I., Sapielnikova T.S.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-030> 266
CLUSTER ANALYSIS AS A TOOL FOR DEVELOPING A PSYCHO-CORRECTIVE PROGRAM FOR MARRIED COUPLES IN EXTREME SITUATIONS
Petrenko I.V., Vashchenko O.V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-034> 273
CORE EXISTENTIAL PILLARS OF THE PERSON
Kaplunenko Y.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-052> 281
HYPNOTHERAPY FOR COMPLEX PTSD IN VETERANS
Ihnatovych O.M.,

Philosophy

<https://www.proconference.org/index.php/usc/article/view/usc33-00-023> 286
PHILOSOPHICAL DISCOURSE IN CONTEMPORARY ART
Bilan T.O.

Philology, linguistics and literary studies

<https://www.proconference.org/index.php/usc/article/view/usc33-00-012> 291
ENGLISH WORD “POINT” DERIVATIVE POTENCY AS THE OBJECT OF FUTURE LAND MANAGERS’ LINGUISTIC STUDIES
Yakushko K.H.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-021> 295
INNOVATIVE PROJECT MANAGEMENT FOR R&D IN THE FIELD OF COMPUTATIONAL LINGUISTICS IN TIMES OF UNCERTAINTY & CRISIS
Krasniuk S.O.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-058> 303
THE MAIN TERMS OF GENERAL THEORY OF TRANSLATION IN A LIGHT OF COMPLEX, MULTI-PARADIGMAL APPROACH
Terekhova S.I.

Legal and political sciences

<https://www.proconference.org/index.php/usc/article/view/usc33-00-010> 307
LEGAL INFORMATION ORGANIZATION TECHNIQUES
Jorovlea E.L., Codreanu A.V.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-011> 317
STRUCTURING LEGAL ARGUMENTATION
Jorovlea E.L., Tudor Pașcaneanu

<https://www.proconference.org/index.php/usc/article/view/usc33-00-025> 327
LOCAL BUDGET AS A FINANCIAL BASIS FOR THE
FUNCTIONING OF A TERRITORIAL COMMUNITY
Muravskyi O.D.

<https://www.proconference.org/index.php/usc/article/view/usc33-00-038> 331
ADMINISTRATIVE-LEGAL REGULATION OF ANTI-MONEY
LAUNDERING DURING MARTIAL LAW IN UKRAINE
Holota N.P.

History

<https://www.proconference.org/index.php/usc/article/view/usc33-00-031> 338
EVOLUTION OF US REHABILITATION POLICY IN THE
1950S–1980S: INTERSTATE PATERNALISM, MEDICAL
PRACTICE, AND CIVIC ACTIVISM
Fedinskyi O.M.

Art history and culture

<https://www.proconference.org/index.php/usc/article/view/usc33-00-028> 346
MANAGEMENT OF CREATIVE INDUSTRIES
Semenchuk T. B., Holovii O.V.

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