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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 обґрунтовано 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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