

UDC 7.012: 330.34-026.15

DOI <https://doi.org/10.32782/uad.2025.3.15>**Sahalovych Anhelina Andriivna,**

Candidate of Economic Sciences,  
Associate Professor at the Department of Cross-Cultural  
Practices Methodologies  
Kharkiv State Academy of Design and Arts  
ORCID ID: 0000-0001-6165-2801  
[angelina7756@gmail.com](mailto:angelina7756@gmail.com)

**Batyuk Anna Anatoliivna,**

Candidate of Sciences in Public Administration,  
Associate Professor at the Department of Cross-Cultural  
Practices Methodology  
Kharkiv State Academy of Design and Arts  
ORCID ID: 0000-0003-2579-5578  
[batiuk1990@gmail.com](mailto:batiuk1990@gmail.com)

## TRANSFORMATION OF CREATIVE SECTORS UNDER THE INFLUENCE OF THE MODERN CREATIVE ECONOMY

*The article highlights the unique role of creativity as a central element of the creative economy, which has emerged as a key driver of modern society. The creative economy is grounded in the use of human imagination, original ideas, and cultural expression, enabling the creation of not only economic but also social and cultural value. Creative industries, such as art, design, media, music, and film, hold immense potential for transforming economic models, generating new job opportunities, and stimulating innovation.*

*Special attention is given to how creative approaches contribute to developing innovative solutions to contemporary challenges, such as digitalization, globalization, and intercultural communication. The article analyzes the success of creative industries in ensuring inclusivity, fostering cultural enrichment, and advancing cultural identity. A significant aspect is emphasizing the connection between creativity, technologies, and social progress.*

*The authors stress that the development of the creative economy is impossible without actively encouraging creative talents, creating a supportive environment for their realization, and investing in creative resources.*

*Particular emphasis is placed on the role of cultural identity and social inclusion in developing the creative economy, as well as its contribution to shaping a sustainable future. The article underlines the need for investments in the creative sector, support for talents, and establishing conditions for innovations that will ensure the flourishing of creative industries.*

*The article views the creative economy as a powerful tool for enriching modern society, transforming its socio-cultural and economic structure, and shaping a sustainable future. The main focus is on the inexhaustible potential of creativity as a source of innovation, inspiration, and harmonious development.*

*The authors emphasize the necessity of societal awareness of the significance of the creative economy not only as an economic tool but also as a means of cultural enrichment and social progress.*

**Key words:** creative economy, creative sectors, innovative solutions, social integration.

### Сагалович Ангеліна, Батюк Анна. ТРАНСФОРМАЦІЯ ТВОРЧИХ СЕКТОРІВ ПІД ВПЛИВОМ СУЧАСНОЇ КРЕАТИВНОЇ ЕКОНОМІКИ

*У статті висвітлюється унікальна роль творчості як центрального елемента креативної економіки, яка перетворилася на ключовий драйвер сучасного суспільства. Креативна економіка базується на використанні людської уяви, оригінальних ідей і культурного вираження, що дозволяє створювати не лише економічну, але й соціальну та культурну цінність. Творчі індустрії, такі як мистецтво, дизайн, медіа, музика та кіно, мають потужний потенціал для трансформації економічних моделей, створення нових робочих місць і стимулювання інновацій.*

*Особливу увагу приділено тому, як творчий підхід сприяє формуванню інноваційних рішень у вирішенні сучасних викликів, таких як цифровізація, глобалізація та міжкультурна комунікація. У статті аналізуються*

успіхи креативних індустрій у забезпеченні інклюзивності, сприянні культурному збагаченню та розвитку культурної ідентичності. Важливим аспектом є підкреслення зв'язку між творчістю, технологіями та соціальним прогресом.

Автори наголошують, що розвиток креативної економіки неможливий без активного заохочення творчих талантів, створення сприятливого середовища для їхньої реалізації та інвестицій у творчі ресурси.

Особливу увагу приділено ролі культурної ідентичності та соціальної інклюзії в розвитку креативної економіки, а також її внеску у формування стійкого майбутнього. Стаття наголошує на важливості інвестицій у творчий сектор, підтримки талантів та створення умов для інновацій, які сприятимуть процвітанню креативних індустрій.

Таким чином, стаття розглядає креативну економіку як потужний інструмент для збагачення сучасного суспільства, трансформації його соціокультурної та економічної структури, а також формування сталого майбутнього. Основний акцент зроблено на невичерпному потенціалі творчості як джерела інновацій, натхнення і гармонійного розвитку.

Автори акцентують увагу на необхідності суспільного усвідомлення значення креативної економіки як не лише економічного інструменту, а й засобу культурного збагачення та соціального прогресу.

**Ключові слова:** креативна економіка, творчі сектори, інноваційні рішення, соціальна інтеграція.

**Introduction.** The creative economy is playing an increasingly important role in modern society, contributing to economic growth, cultural enrichment, and social interaction. However, despite its significant impact, this sector faces a range of challenges, including insufficient recognition of its economic potential, difficulties adapting to digitalization, market concentration, and the protection of intellectual property rights. Finding solutions that enable the development of favorable conditions for the creative economy is essential for the sustainable development of society.

Scientific research in the field of the creative economy includes analyzing its influence on the economic, social, and cultural spheres, developing innovative management strategies, and assessing its contribution to globalization. Practical tasks include implementing policies to support creative industries, developing infrastructure, and creating opportunities for collaboration among professionals in creative fields. Applying research findings in practice will help address current challenges and unlock this sector's potential for the greater good of society.

**Materials and Methods.** This study adopts a qualitative-analytical methodology that combines conceptual analysis of theoretical approaches to the phenomenon of the creative economy with an interdisciplinary reflection on the transformation of creative sectors in the modern globalized world. The rationale and analysis are based on the review of scholarly literature, industry reports, and secondary data from authoritative sources.

The material basis of the study consists of several foundational academic works that established the theoretical foundations of the concept of the creative economy, such as: Richard Florida's "The Rise of the Creative Class" (2002), which explores the impact of creative capital on regional development; John Howkins' "The Creative Economy" (2001), which emphasizes the economic value of ideas as intangible assets and David Throsby's "Economics and Culture" (2001), which examines the boundary between market and cultural values.

The following international analytical reports were also used: "Creative economy report 2010: A feasible development option" by UNCTAD and "Creative economy report 2013: Widening local development pathways." by UNESCO, which provided an empirical foundation and the political-economic context of transformations in creative sectors across various countries.

To gain a holistic understanding of transformation processes within creative industries, the following methods were employed: *Content analysis* of academic literature and policy reports, enabling the identification of key trajectories, conceptual frameworks, and the evolution of terminology; *Comparative-analytical method*, used to juxtapose different regulatory approaches to the creative economy in varying cultural, political, and economic contexts; *Case study method*, applied to analyze specific examples of creative sector transformation in urban environments, with a focus on institutional frameworks, innovative business models, and digital tool integration; *Typology* of adaptation strategies among

creative industries in response to new socio-economic conditions (including digitalization, platform-making, and employment model shifts); *Systematization of theoretical models*, aimed at constructing an analytical framework that integrates creativity, economic value, and cultural sustainability. This combination of sources and methods enabled a critical evaluation of transformation processes not only in terms of economic efficiency but also from broader social, political, and cultural perspectives.

**Discussion.** The creative economy is one of the most dynamic and fastest-growing sectors of the global economy [3]. It encompasses industries such as design, fashion, art, film, music, advertising, architecture, video games, IT technologies, and many others grounded in creativity and innovation. The creative economy contributes significantly to national economies, accounting for a notable share of GDP in many countries [1]. For instance, the creative services industry generates millions of jobs worldwide – from graphic designers to software developers. In a world where automation is gradually replacing routine tasks, creative professions are becoming increasingly vital, as creativity remains a uniquely human capability that machines cannot yet replicate.

The development of technologies such as artificial intelligence, virtual reality, and block-chain is greatly expanding the potential of the creative economy [5]. Digital platforms enable artists, musicians, and designers to reach global audiences, breaking traditional market access barriers. Moreover, the creative economy plays a key role in preserving cultural heritage and strengthening community identity. Festivals, films, and architectural projects reflect each nation's uniqueness, fostering intercultural exchange and dialogue [2].

In today's world facing environmental challenges, the creative economy often supports the search for sustainable solutions – for example, through eco-friendly design, the use of renewable materials in fashion, or the creation of socially responsible art. It also promotes inclusivity by offering platforms that amplify diverse voices and perspectives.

So how is the creative economy reshaping the world? Creative industries fuel the development

of major cities by establishing “creative hubs” that attract investors and young talent [4]. Access to digital tools enables small and medium-sized enterprises to compete on a global scale. Investing in the development of creative skills is becoming essential in preparing the next generation for the future.

The creative economy is an economic sector based on the use of creativity, knowledge, innovation, and intellectual property to generate products and services. It brings together industries focused on unique ideas, cultural values, and creative approaches. The creative economy encompasses both traditional crafts, art, and literature, as well as modern technologies, digital solutions, and media.

It covers a wide range of industries that can be divided into several key sectors, such as culture and the arts, technology, innovation, media, communications, fashion, design, music, and the performing arts.

Culture and the arts are fundamental components of the creative economy, as they not only enrich society but also have a significant economic impact. Cultural and artistic projects help preserve national heritage, traditions, and language, which are vital for shaping a society's identity. Art and culture unite people from different countries, fostering mutual understanding and cooperation. Industries related to culture and the arts—such as theaters, cinema, music, and exhibitions—create jobs and generate income through ticket sales, tourism, and other services.

Currently, the main sectors of culture and the arts in the creative economy include:

- Film and television production, which not only entertains but also promotes national culture.
- Concerts, music festivals, and streaming platforms that provide access to artists' works around the world.
- Galleries, exhibitions, and art sales that support artists' development and attract investment.
- Performing arts that offer unique experiences for audiences and strengthen local communities.
- Visits to historical landmarks, museums, and festivals that boost regional economies.

In today's globalized world, there are increasing opportunities for the effective integration of

culture and the arts with emerging technologies. This includes online galleries, streaming services, and virtual tours that enable artists to reach and collaborate with global audiences. New technologies like NFTs and block-chain are transforming the way artworks are sold and preserved, ensuring transparency and protection of intellectual property. The use of virtual reality also introduces an interactive approach to art projects, immersing audiences in entirely new worlds.

Culture and the arts are not only a source of inspiration but also a powerful economic force shaping the future of the creative economy. Here are several vivid examples of how culture and art impact this sector:

- The Cannes Film Festival and Berlinale provide a platform for artistic and independent films, promoting new talent and ideas.

- Music festivals like Glastonbury in the UK and Coachella in the US bring artists and audiences together, stimulating local economies through tourism and infrastructure projects [2].

- The interactive exhibition “Van Gogh: Art and Technology” (Musée d’Orsay, Paris) merges classical art with modern digital technologies, capturing the interest of new generations [6].

- Works by new-generation artists like Banksy are sold at international auctions, influencing the global art market.

- Digital gallery services such as OpenSea create global marketplaces for digital artists.

- The digital artwork Beeple’s “Everydays: The First 5000 Days”, sold for \$69.3 million as an NFT, marked a turning point in digital art, showcasing new opportunities for monetizing creative work.

- One of the world’s most visited cultural landmarks, the Louvre Museum in Paris, generates substantial revenue for the local economy.

These cases illustrate how culture and art blend tradition with innovation to drive the creative economy.

The next sector significantly boosted by the rise of the creative economy is media and communications. This sphere plays a crucial role in spreading ideas, creating content, and connecting creators with audiences. In today’s world, it merges traditional and digital platforms to shape culture, economics, and social dynamics [1].

Media serve as a vital channel for broadcasting cultural, artistic, and social ideas. Streaming platforms, social networks, and advertising enable creators to directly profit from their work. Media influence trends – from music to fashion – creating demand for new products and services. On a global scale, they foster cultural exchange and international cooperation.

Key sectors in media and communications still include traditional media. Despite digital growth, newspapers, magazines, and books maintain strong positions in niche markets. At the same time, digital media – TikTok, Instagram, YouTube – are flourishing, empowering creators to produce and distribute content. Modern streaming services like Netflix, Spotify, and Twitch reshape how we consume music, films, and even live events. Creative agencies develop innovative ad campaigns using video, visuals, and digital tools.

Entertainment has also become a global connector, building audiences through series, shows, and films. The video game industry, which exists thanks to the creative economy, merges artistry with cutting-edge tech and is now one of its primary engines.

Creative technologies are pushing innovation in media and communications. Artificial intelligence transforms content creation – from automated writing to AI-generated images and video. Virtual and augmented reality (VR/AR) allow for immersive experiences. Thanks to NFTs, media assets can be monetized as unique digital goods. And the rise of audio content, such as podcasts, reflects the convenience and mobility of media consumption today [7].

Media and communication are the heartbeat of the creative economy, blending creativity and technology. Their evolution is not only reshaping how we consume content but also unlocking new opportunities for creators, businesses, and society at large. Digital media give consumers the freedom to choose how and when to access information or entertainment. Thanks to digital platforms, anyone can become a creator and build an audience. Moreover, media often shine a spotlight on global issues like climate change and human rights.

However, alongside its positive aspects, modern media faces significant challenges, such as

the rapid spread of disinformation [4]. In a digital environment saturated with content, creators struggle to build a loyal audience due to fierce competition for attention. Copyright infringement, unauthorized content use, and piracy also remain serious issues.

Yet there are success stories that exemplify a modern approach to creativity in media and communications, including:

- The innovative streaming platform Netflix, which transformed film production into a digital service.
- The use of visual storytelling by BBC Earth to promote science and environmental awareness.
- The creation of high-quality journalistic content in new formats, such as the podcast “The Daily” by The New York Times.

Another sector that has successfully reinvented itself is fashion and design. These industries are key pillars of the creative economy, producing unique products that blend aesthetics with functionality. They influence cultural, social, and economic development and address modern challenges like environmental sustainability. Fashion and design generate billions in global revenue and millions of jobs. From brands and fashion shows to design studios, they fuel international trade and reflect cultural values and regional identities.

A number of subfields have been strongly impacted by digital technology:

- Visual concepts in graphic design for branding, print, and digital platforms
- Industrial design of technology, furniture, and transportation
- NFT and digital fashion collections that can be bought as collectibles
- Sustainable production, using recycled materials and circular manufacturing
- 3D printing to create clothing, shoes, and accessories with minimal waste

Fashion and design in the creative economy aren't just about aesthetics – they carry economic, social, and cultural weight. They drive innovation, shape societal values, and offer solutions to environmental challenges. Trends set by these sectors influence tastes, behaviors, and aesthetic ideals. The rise of ethical and sustainable fashion

reflects a growing awareness of ecological issues and labor rights.

Prominent examples include:

- The eco-conscious brand Patagonia, known for sustainable clothing
- The innovative and accessible interior design of IKEA
- Balenciaga's digital fashion collections, created for interactive use

Music and the performing arts are among the most powerful sectors of the creative economy. They foster cultural identity and enrich lives, while also generating significant economic value by merging artistry with innovation. These fields connect performers, audiences, businesses, and technologies, opening up new possibilities for societal progress. Music and art transmit tradition, emotion, and values, creating a unique cultural exchange among nations.

The music and performance industry yields billions in revenue from ticket sales, licensing, streaming platforms, merchandise, and tourism [8]. Performing arts bring people together through concerts, theater, and festivals, forming communities around creative expression.

Significant impact has been made in the following areas of music and performing arts:

- Platforms like Spotify, Apple Music, and YouTube Music allow artists to reach global audiences.
- Live performances and festivals such as Coachella or Glastonbury not only promote musicians but also attract considerable tourism.
- The growing role of independent labels makes it easier for artists to produce and distribute their own content.
- Flash mobs, urban performances, street art, and improvised shows have flourished thanks to digital technologies.

Innovations in the music and performing arts industries are expanding both influence and audience reach. Through streaming platforms and social media, musicians and performers can directly engage with their audiences. Artificial intelligence curates personalized playlists, while virtual concerts and interactive performances offer new ways for people to experience art. Artists can also sell exclusive content, songs, or albums as tokens.

Today's music industry has a powerful influence on society. Music and art nurture young people's creative abilities, foster critical thinking and emotional intelligence. Genres like K-pop, hip-hop, or classical music have become universal languages that connect people across cultures and borders. Performances and musical works increasingly spotlight global issues like equality or climate change.

Examples of successful projects include the revolutionary Cirque du Soleil, which blends theater, acrobatics, and music, and the virtual concert by Travis Scott in Fortnite, which drew millions of viewers and created a new experience for music lovers.

This new creative dimension of economic activity allows creativity to stand out in a competitive environment by offering products and services that meet unique consumer needs. Innovation fuels the creation of new offerings, which contribute to economic growth. The synergy between creativity and technology continues to expand the boundaries of what is possible.

The creative economy is not only a platform for economic expansion but also a vital tool for social and cultural development, improving quality of life and unlocking human potential [3].

Grounded in creativity, innovation, and intellectual capital, the creative economy significantly influences society. Its impact can be described through several key dimensions: economic growth, cultural diversity, social transformation, technological progress, and sustainable development.

The creative economy contributes to economic growth and holds substantial potential for the development of both national and global economies. It stimulates the emergence of new sectors and job opportunities, while fostering innovation and the growth of small and medium-sized enterprises. Creative industries – such as design, media, fashion, film, and music – offer new paths to employment, often attracting youth and skilled professionals. SMEs frequently play a vital role in this economy, driving economic dynamism through flexibility and innovation. Creative goods like films, music, artworks, and software are in global demand, enhancing export potential.

In many countries, the creative economy significantly contributes to GDP growth due to its capacity to generate added value and strengthen economic competitiveness. Thus, it not only opens new avenues for economic expansion but also aids in diversifying and increasing the resilience of national economies.

Creative industries support and promote cultural diversity, preserving traditions and creating space for innovation. This strengthens cultural identity and encourages international cultural exchange.

The creative economy drives social transformation, fostering a more inclusive society where creativity is recognized as a vital element of success [6]. It opens doors to self-expression, global engagement, and community-building.

The creative economy has become a powerful driver of social, cultural, and economic change. Its significance extends beyond financial value – it affects nearly every dimension of societal life. Key societal impacts include:

- Fostering unity through cultural projects, festivals, exhibitions, and events that reflect diversity and communal identity. This includes heritage preservation through traditional crafts, art, and language, and promotes social inclusion via creative initiatives engaging vulnerable groups.
- Opening new horizons for employment and entrepreneurship: unique roles in design, IT, and media attract thousands of new professionals. The low entry barrier in many creative fields enables small entrepreneurs to launch successful ventures in areas like handmade goods and digital marketing.
- Encouraging imagination, innovation, and digital literacy, which are integral to modern education and creativity. Creative projects cultivate the next generation of visionary leaders.
- Providing a medium to express values through film, music, art, or literature, building cultural capital and promoting a nation on the global stage.
- Advancing environmental sustainability, for example through eco-design or material reuse to address global challenges.
- Transforming urban landscapes by creating cultural and creative hubs and art clusters that attract tourists, investors, and young talent.

In essence, the creative economy reshapes how society interacts, builds relationships, and evolves culturally and economically. It's not merely a sector but a key instrument in tackling social and global challenges. Thanks to its flexibility and innovative strength, it holds strategic importance for humanity's future.

Overall, the creative economy is a catalyst for economic, cultural, and social progress. It fosters innovation and opens pathways for creative fulfillment, shaping a new vision of the future where creativity and intellectual capital are the foundation of development.

The creative economy has the potential to become a key driving force of global development. Thanks to ongoing technological progress, a growing interest in culture and innovation, and various socio-economic challenges, this sector continues to evolve and strengthen its position worldwide. Digitalization, artificial intelligence, and automation – including AI-based tools like generative algorithms in graphic design or music production – are transforming creative workflows and turning them into global drivers of change. Imaginary worlds are unlocking new possibilities for art, fashion, and even architecture, creating interactive spaces for the creative industries. Increasing access to digital platforms (such as TikTok and Etsy) enables artists and entrepreneurs to reach global audiences without intermediaries.

Creative industries are increasingly operating in international contexts, bringing cultures and ideas together and fostering intercultural dialogue as a universal form of communication. Despite globalization, there is a growing interest

in authentic culture, fueling the growth of local crafts and artistry.

Educational programs are steadily incorporating creative approaches, developing the skills needed for the future job market, and boosting interest in investing in creativity. Lifelong learning is becoming the norm for communities adapting to change and embracing emerging technologies. Virtual and augmented reality (VR/AR) offer new kinds of immersive creative experiences – such as virtual exhibitions or interactive learning programs.

This has led to the emergence of the so-called “Creator Economy”, where artists, writers, and developers can directly monetize their ideas through subscriptions, crowdfunding, or NFTs. The ease of launching creative businesses empowers even individual entrepreneurs to succeed. New methods of preserving, distributing, and selling works of art provide fresh opportunities for creators.

**Results.** The future of the creative economy lies in the synergy of creativity, technology, and social responsibility. Today, it not only drives economic growth but also plays a crucial role in preserving cultural heritage and finding innovative solutions to global challenges. Its development holds strategic importance for building a sustainable future that values human talent, creativity, and ideas. Creativity will become not only a means of self-expression but also a foundation for economic resilience and innovation. Supporting this field means investing in a shared future – one where innovation and creativity are the engines of change.

#### Література:

1. Florida R. The Rise of the Creative Class. – Basic Books, 2002.
2. Hartley J. (Ed.). Creative Industries. – Blackwell Publishing, 2005.
3. Howkins J. The Creative Economy: How People Make Money from Ideas. – Penguin Books, 2001.
4. Oakley K., O'Connor J. The Routledge Companion to the Cultural Industries. Routledge, 2015.
5. Throsby D. Economics and Culture. – Cambridge University Press, 2001.
6. UNCTAD. Creative Economy Report 2010: A Feasible Development Option. – 2010.
7. UNESCO. Creative Economy Report 2013: Widening Local Development Pathways. 2013.
8. Назарова Г.В., Сотнікова Ю.В. Креативна економіка та менеджмент: навчальний посібник. Харків : ХНЕУ ім. С. Кузнеця, 2018.

#### References:

1. Florida, R. (2002). The rise of the creative class. Basic Books.
2. Hartley, J. (Ed.). (2005). Creative industries. Blackwell Publishing.

3. Howkins, J. (2001). The creative economy: How people make money from ideas. Penguin Books.
4. Oakley, K., O'Connor, J. (2015). The Routledge companion to the cultural industries. Routledge.
5. Throsby, D. (2001). Economics and culture. Cambridge University Press.
6. UNCTAD. (2010). Creative economy report 2010: A feasible development option.
7. UNESCO. (2013). Creative economy report 2013: Widening local development pathways.
8. Nazarova, G.V., Sotnikova, Y.V. (2018). Kreatyvna ekonomika ta menedzhment: navchalnyi posibnyk [Creative Economy and Management: A Textbook]. Kharkiv: S. Kuznets KhNEU. [in Ukrainian].

Стаття надійшла: 29.06.2025

Прийнято: 12.07.2025

Опубліковано: 06.10.2025