FORMATION OF IMPERATIVES OF THE CREATIVE ECONOMY CREATION UNDER THE INFLUENCE OF INTELLECTUAL AND INNOVATIVE DETERMINANTS

INTRODUCTION

In modern conditions of the domination of information-oriented and technologically dependent space, the formation and formalization of the creative economy concept is actualized. For the regional economy development, creativity will maximize the effectiveness of intellectual and innovative determinants through the creation of new technologies, the implementation of intellectual capital. These processes require formalization and are acceptable in the search for innovation control. Imperatives in the described priorities and requests will allow to keep the principles of uniqueness and freedom of creative process, but also will provide stability, competitiveness of the regional economy.

The aim of the study is to formalize the economic approach to the formation of imperatives for the creative economy creation under the influence of intellectual and innovative determinants. To achieve this goal, the authors singled out and solved the following tasks: clarified the essence of the concept of “imperative”, summarized modern interpretations of imperatives, highlighted the basic approaches and gave an author’s interpretation of the imperatives of creative economy in the regions; the system of imperatives of the creative economy formation within the economic space of the region is formalized; the process of the imperatives transformation under the influence of intellectual and innovative determinants of the creative regional economy formation is substantiated.

LITERATURE REVIEW

Many domestic and foreign scientists have devoted their research to the formation of creative economy, in particular: Butko, Pishenin (2019); Cerisola, Panzera (2021); Gerosa (2021); Hilmiyan, Soemaryani, Prasetyo (2021); Iarmosh, Prokhorova, Shcherbyna, Kashaba, Slastianyko (2020); Ivanova, Samilenko (2020); Revko, Garafonova, Rasskazov (2021); Lazzaro (2021); Londar, Lytvynchuk, Versal, Posnova, Tereshchenko (2020); Potjanajarwut (2021); Semenov, Khrapov, Ulchenko (2018); Tkachenko, Radulovic, Pakhomova, Ustian (2021); Vovk, Saloid, Kostiunik (2021); Yuliaty, Kurniasari, Triyanti, Zulham (2020) et al.

The purpose of the study (TKACHENKO et al., 2021) is to determine the directions of business education development strategy in the field of creative economy of Ukraine using international experience. The most desirable forms of educational and consulting support to promote the commercialization of creative industries in Ukraine have been identified. A SWOT-analysis of education in the field of creative economy in Ukraine was conducted.

The main task of the authors’ article (LONDAR et al., 2020) is to determine the relationship between investment in human capital and the formation of a creative economy. Scientists have concluded that human capital is a major driver of the creative economy, and that increasing human capital depends on the level of education and scientific progress in the country.
According to empirical data, the direction of investment in human capital contributes to the formation of a creative economy, increase the competitiveness of countries, as well as ensures the appropriate pace of their socio-economic development. Article (SEMENOV et al., 2018) describes the problems of formation of the regional creative economy and provides recommendations for the formation of a mechanism for sustainable development of creative industries in St. Petersburg.

Using an innovative methodology (CERISOLA, 2021), which uses a regional production function, an assessment was made using a panel model of fixed effects, econometrically investigated how the cultural activity and creative economy of cities affect the products of their regions. The data source is the Cultural and Creative Cities Monitor (CCCM), provided by the JRC, which also identifies the possible role of a supportive environment in catalyzing the action of cultural activity and the creative economy. In general, CCCs contribute to a long-term self-sustaining system that is interpreted in accordance with a holistic concept that includes economic, social, cultural and environmental spheres.

The study (YULIATY et al., 2021) outlines the roles and influence of each stakeholder in the development of a maritime-based creative economy in the Alor region. The results showed that the main stakeholders who play an important role in shaping the creative economy policy based on maritime culture in the Alor Region are the expansion of: industries, cooperatives for small and medium enterprises, community opportunities, fisheries, the district tourism office, and the Forum. communication Kabola Fishers.

The aim of the study (POTJANAJARUWIT, 2021) is to examine the relationship and impact of operational strategies affecting the development of small and medium enterprises (SMEs) in creative economy businesses, using a survey as a data collection tool from 196 Thai SME entrepreneurs. According to the results of the study (1), operational strategies of knowledge, education, creativity and modern technologies and innovations have positive relationships and impact on the development of small and medium enterprises (SMEs) as a creative economy in general.

Article (HILMIANAET et al., 2021) aims to define the process of development of the ecosystem of the creative economy of the local area, based on the local culture, which is supported by the competence of human resources of business entities. The results of this study show that the village of Tsikadut has the potential for development as a local creative area. To achieve this, there must be cooperation between government, the private sector, the community, academics and the media.

In (LAZZARO, 2021), the scientist applies and discusses the concept of overflow as an appropriate theoretical basis for understanding and promoting the value created by university programs in the creative economy. Using a contextualized model of academic creative economics, the analysis is combined with an analysis of the distribution of knowledge in higher education and the third mission of universities to fill the research gap that still exists in creative economics programs and their potential for creative outcomes.

Article (IARMOSHET et al., 2020) on the innovativeness of the creative economy as an important driver of sustainable development of the world economy is considered. According to the analyzed concepts of creative economy, creative industries, classification of creative industries according to the UNCTAD methodology and Ukrainian regulations, the expediency of considering research and development as a separate type of services in the creative economy is shown. Understanding creative goods and services from the standpoint of innovation contributes to increasing the innovation and creative potential of Ukraine and opens wider prospects for achieving the goals of sustainable development, which, as stated, is the only possible way to develop the national economy.

Research (GEROSA, 2021) outlines the critical history of the economic imaginary creative economy. It is argued that the discourses that make up the imaginary creative economy, taken together, can be interpreted as an attempt by Western economies to launch a new successful cycle of economic accumulation that can replace the Fordist one.
PRESENTING MAIN MATERIAL

To determine the directions and conditions for the formation of imperatives for the creative economy formation, we begin with the establishment of the economic essence of the concept of "imperative". The conceptual and categorical essence and definition of "imperative" was laid down in the philosophical studies of Kant in the XVIII century. The scientist formed an interpretation of imperativism in terms of the obligation to comply with the rules or requirements of the object. In this case, the philosopher distinguished between categorical and hypothetical types of imperatives, as well as described the ethical and social incentives for the formation of behavioral imperatives. The genesis of scientific research on the essence of the concept of "imperative" in philosophy has formed established interpretations, which together are reduced to the following provisions:

- firstly, imperatives are studied as the results of the formalization of generally accepted rules, norms, regulators with moral or social principles;
- secondly, it is considered as a scientific statement, rules that must be followed due to the existence of regulations, prohibitions or priorities;
- thirdly, is a moral and ethical belief, indisputable principles of behavior.

In economic research, the concept of "imperative" is studied in different areas and with different purposes. Thus, business environment argues for the role of imperatives in achieving profitability, efficiency. In this context, the imperatives are motivators and regulators defined in the economic goal, which are based and expressed through the principles of economic activity, mandatory conditions for achieving the goal, rules of fiscal or market regulation. Thus, detailing the essence of economic imperatives in the context of economic security, researchers argue that they are requirements and guidelines for the integrity of the system and its elements. Exploring the imperatives of sustainable development in the context of the change actualization, imperatives are defined as requirements and rules for achieving strategic goals, formalizing the principles of change in the example of enterprises to ensure sustainable development, combining them with imperatives. The main imperatives in this topic of economic research often include continuity, cyclicity, systematization, direction, consistency, selectivity, proactivity and uniqueness.

Institutional support and formalization of economic imperatives are also considered everywhere through the prism of behavioral rules of a man, the system and its elements under the influence of various economic factors. At the same time, institutional imperatives are the highest priority among the principles and norms of behavior in financial and economic systems. In our opinion, in economic systems, the institutional imperatives of regulating development processes are important, but their dominance depends on the goals and direction of activities. The research of economic imperatives formulates a general and universal approach to their interpretation, according to which imperatives act as a setting and determinants of social processes. In a narrow interpretation, economic imperatives are a priority in achieving goals. In the study of developmental imperatives, which prove the decisive role, targets, forms and principles that must be followed, the formation of a concept or vision in the strategies management for the development of economic systems is studied.

In the globalized dimension of economic imperatives in economic systems, the emphasis is on determining the properties of imperatives such as mandatory, objectivity, focus on performance. Imperatives are the principles of behavior of the subjects of the globalized economic system, as well as mechanisms, forms and methods, means of their implementation, which are mandatory and reflect globalized needs of society. The imperatives of the economic systems modernization, revealing their content through the innovative determinant of the development include the need to comply with the requirements of economy, security, sociality. Summarizing modern interpretations of imperatives, we distinguish the basis of approaches that determine the direction of influences and their role in the creative economy formation. The key approaches to the formalization of imperatives, based on the described studies, include:
philosophical approach: imperatives in the economic sciences are interpreted through social, moral norms, principles of behavior; scientifically recognized research conditions;

business-oriented approach: imperatives are embedded in the target, resulting settings of operation;

an approach based on the development sustainability: imperatives are the conditions and priorities of the sustainability of changes based on the principles of the economic systems transformation;

institutional approach: imperatives are considered as formed regulators and rules of socio-economic behavior;

globalization approach: norms and rules, tools for their application to meet globalization needs of society.

Thus, imperatives in economic research are determined by the conditions and objectivity of the formation. In the context of the creative economy concept, the imperatives of its formation in terms of intellectual and innovative determinants are formalized priorities and norms that determine the effectiveness of creative ideas, are mandatory to achieve the goals of intellectual and innovative development taking into account social, security and competitive conditions. The formation of the imperatives system for the creative economy formation within the economic space of the region has specific features, which will be revealed through a description of the properties of their individual species (Fig. 1).

Globalization imperatives of the creative economy formation formed in modern tendencies of economic development of regions reflect both national international policy, and are formed under the influence of integration processes, formation of the economy competitiveness of separate territories in the world markets. Intellectual and innovative determinants in globalization imperatives form new competitive advantages, determine the scale and depth of the adaptation of the regional economy to global trends of innovative development, knowledge acquisition and competence formation. Scientific and technological imperatives in the regional creative economy are manifested in the areas of research, the creation of an innovative product or new knowledge. These imperatives also determine the potential ability of the regional economy to be creative, the acceptability of new knowledge and technologies, as well as create opportunities for research and study.
Formation of imperatives of the creative economy creation under the influence of intellectual and innovative determinants

In the conditions of total digitalization and distancing of communications, information imperatives have acquired new properties and roles in economic activity of the objects of the regional creative economy. The speed and reliability of information have become the determining conditions for profitability, energy saving. In creative economy, information is transformed into knowledge, and the latter into intellectual capital. Therefore, information imperatives through the prism of intellectual and innovative influences shape the value and value of creative products. And also provide their diffusion and perception. Cultural

### Source: Suggested by the authors
imperatives in creative industry become certain creative constraints, but their observance ensures the profitability of ideas. The cultural imperative concentrates national identity, recreational potential, identity and creativity of the population of the regional space. Environmental imperatives are usually restrictive, limiting norms regarding the impact of the economy on the environment.

Given the limited resources, environmental imperatives in future will ensure the availability and quality of natural resources, including energy. In addition, the imperatives of compliance with environmental standards determine corporate and social responsibility in carrying out economic activities. In the conditions of the specified challenges, creative economy creates precedents for search and experimentation in the spheres of energy saving, technologies of economical influence on environment. In the imperatives system for the creative economy formation, human-centeredness becomes a dominant priority and can be a key competitive advantage for the regional economic system with the effective implementation of intellectual and innovative determinants. The imperative of human-centeredness focuses not only on customer orientation and consumer demand, which determine the trends in market relations in the regions.

But it also concentrates intellectual capital and the ability of labor resources to be creative in solving economic problems, creating products, their value and quality. Socio-economic imperatives, being generally philosophical in terms of definition, in the processes of the creative economy formation in the regions acquire characteristics of value-forming norms. They reflect institutional and social manifestations of regulatory processes and set social standards of economic behavior. The processes of the imperatives formation in modern economic research are not widely represented and often need to be clarified and adapted to the specifics of the research objects, as they are highly specialized. In the opinion of the authors, it is necessary to emphasize a dominant role of intellectual capital and innovation potential in the imperatives formation for the development of economic systems.

In the processes of the creative regional economy creation, the formation of imperatives under the influence of intellectual and innovative determinants is a dynamic process, the transformation of approaches and views into established standards and institutional norms. Therefore, we propose to consider the process of forming the imperatives of creativity of the regional economic system as a sequence of acquiring new forms and properties (Fig. 2).

The described transformation of the system of imperatives of the creative economy formation is connected with their reformatting from recommendatory, information-knowledge priorities into integrated systems, which determine strategic directions of creative search and creation of products, and further institutional standardization. This ensures the principles of freedom and responsibility of scientific research in creative economy.
Fig. 2. The process of transformation of imperatives under the influence of intellectual and innovative determinants of the creative regional economy formation

Stage 1. Formation of imperatives for creating creative ideas for the development of regional space on the basis of available intellectual capital and innovation, competencies and knowledge

Stage 2. Mutual integration of imperatives in the formation and promotion of new products, technologies, formalization of new approaches to strategic management of capacity building and commercialization of intellectual capital

Stage 3. Formation of imperatives in the format of norms and standards to ensure the effectiveness and competitiveness of regional products, technologies and innovations

Source: Suggested by the authors

In our opinion, the transformation of the imperatives system under the influence of the intellectual-innovative determinant should concentrate on the formalization of creative ideas in the form of sustainable competitive advantages, as well as the strategic formation of creative economy in the regional space.

CONCLUSIONS

The analysis of the genesis of research, the identification of approaches to the interpretation and the formation of imperatives for the development of economic systems allowed to form their own interpretation of this concept. In our opinion, in the context of the creative economy concept, imperatives are formalized priorities and norms that determine the effectiveness of the implementation of creative ideas, are mandatory to achieve the goals of intellectual and innovative development, taking into account social, security and competitive conditions. That is, imperatives are a generalization and result of ordering, formalization of the characteristics of the influence of determinants.

According to the research, the imperatives system is a strategic tool for the creative economy formation in the regional space because it allows to implement the principles of uniqueness and freedom of commercialization of intellectual capital, and ensures further effectiveness and competitiveness of innovations.

The scientific novelty of this study is the substantiation of the system of imperatives of creative economy in the regions, including globalization, scientific and technological, informational, cultural, environmental, human-centered, socio-economic imperatives, which made it possible to distinguish stages of their transformation as a sequence properties under the influence of intellectual and innovative determinants of the creative regional economy formation.

The practical significance of this study is that the system of imperatives of creative economy can be considered in dynamic changes in regional development, which will positively affect the effectiveness of regional development under the influence of intellectual and innovative determinants in the direction of transforming intellectual labor into innovative and creative product.

Further research is required to develop tools to stimulate the impact of intellectual and innovative determinants on the intensification of regional development and the creative economy formation.
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Formation of imperatives of the creative economy creation under the influence of intellectual and innovative determinants

Formação dos imperativos da criação da economia criativa sob a influência de determinantes intelectuais e inovadores

Formación de imperativos de la creación de la economía creativa bajo la influencia de determinantes intelectuales e innovadores

Resumo
A essência do conceito de imperativismo é revelada por meio de uma tríade de interpretações: como resultado da formalização de normas e regras; como afirmações científicas e condições de pesquisa; como crenças e princípios de comportamento socioeconômico. As abordagens para pesquisa e descrição dos imperativos foram estabelecidas e formalizadas. O artigo fornece uma interpretação no contexto do conceito de economia criativa e sua formação em termos de determinantes intelectuais e inovadores. A formação do sistema de imperativos da economia criativa é proposta para ser formalizada em três fases - os primeiros imperativos assumem a forma de recomendações, o segundo integra para a comercialização de ideias, a terceira fase assume a forma de normas e padrões para garantir a rentabilidade, sustentabilidade e competitividade da economia regional.

Palavras-chave: Imperativos. Determinantes intelectuais e inovadores. Economia regional. Economia criativa. Desenvolvimento econômico.

Abstract
The essence of the concept of imperativeism is revealed through a triad of interpretations: as the results of the formalization of norms and rules; as scientific statements and research conditions; as beliefs and principles of socio-economic behavior. The approaches to research and description of imperatives have been established and formalized. The article provides an interpretation in the context of the creative economy concept and its formation in terms of intellectual and innovative determinants. The formation of the imperatives system of creative economy is proposed to be formalized in three stages - the first imperatives take the form of recommendations, the second integrates for the commercialization of ideas, the third stage takes the form of norms and standards to ensure profitability, sustainability and competitiveness of the regional economy.

Keywords: Imperatives. Intellectual and innovative determinants. Regional economy. Creative economy. Economic development.

Resumen
La esencia del concepto de imperativismo se revela a través de una tríada de interpretaciones: como resultado de la formalización de normas y reglas; como declaraciones científicas y condiciones de investigación; como creencias y principios de comportamiento socioeconómico. Se han establecido y formalizado los enfoques de investigación y descripción de imperativos. El artículo ofrece una interpretación en el contexto del concepto de economía creativa y su formación en términos de determinantes intelectuales e innovadores. Se propone formalizar la formación del sistema de imperativos de la economía creativa en tres etapas: los primeros imperativos toman la forma de recomendaciones, la segunda se integra para la comercialización de ideas, la tercera etapa toma la forma de normas y estándares para asegurar la rentabilidad, sostenibilidad y competitividad de la economía regional.

Palabras-clave: Imperativos. Determinantes intelectuales e innovadores. Economía regional. Economía creativa. Desarrollo económico.