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## **CREATIVE ECONOMY: ESSENCE, DEVELOPMENT PROBLEMS IN UZBEKISTAN**

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**Abstract:** The variety of trends in the development of the world economy is closely related to the emergence of creativity. All its spheres become objects of innovative development in a creative society: economics, science, technology, politics, social sphere, regions, industries, enterprises, goods, technologies, education, culture, art, sports, etc. There can be no creative economy without a creative society.

**Keywords:** world economy, thinking, creativity, market, market economy, creative economy, knowledge economy, creative industry.

### **Introduction**

Modern trends in the development of the world economy show that in many developed countries, economies are increasingly becoming creative (creative), the main products of which are new ideas and innovations in various fields of human activity.

In developed countries, creativity is also becoming the main source of economic value. Intellectual property is replacing such resources as land, labor, capital as the most valuable economic resource.

In terms of gross value added, the world leaders in the creative industries segment are the United States (\$988 billion) and China (\$921.6 billion). In terms of the share of creative industries in the country's GDP, Italy ranks first (6.1%), followed by the UK (5.8%) and Australia (5.7%). The world average is 3%. In Russia, according to the ASI for 2018, this figure was 4.37%. Uzbekistan ranked 100th in the annual ranking of the Global Creativity Index (Global Creativity Index-2015) among 139 countries of the world. [ 1 ]

New ideas and innovations play a major role in the development of a creative society. All its spheres become objects of innovative development in a creative society: economics, science, technology, politics, social sphere, regions, industries, enterprises, goods, technologies, education, culture, art, sports, etc. There can be no creative economy without a creative society. In a creative society, the creative potential of people is revealed to the greatest extent.

In this regard, it should be noted that as a result of its development, humanity will move to a creative level, i.e. will become a creative humanity.

### **Analysis of literature on the topic**

In Uzbekistan, as in other CIS countries, there are no sufficient theoretical developments to study the economic mechanism, conditions, factors for the transition to a creative economy. Categories such as creativity, thinking, innovation, knowledge economy are completely new, not studied. However, the trends in the development of the world economy show that all this already exists in the world, and also requires detailed and close study. Thus, the work of foreign economists J. Hawkins, R.

Florida, and other researchers on the creative economy has gained popularity. However, the study of problems in this direction requires close attention, in particular, to study the directions of development of the economy of Uzbekistan. In this regard, we believe that the study of the problems of the development of the creative economy in Uzbekistan is timely, necessary, and also very relevant. The New Uzbekistan Strategy for 2022-2026 expects an increase in gross domestic product per capita in the next five years by 1.6 times, and per capita income will reach \$4,000 by 2030, thanks to which Uzbekistan will be able to enter the upper-middle-income countries.”[2]

### **Research methodology**

The following methods were used in the work: scientific abstraction, analysis and synthesis, induction and deduction, statistical methods.

### **Analysis and results**

The concept of "creative economy" is increasingly common in the vocabulary of economists and managers. According to many well-known scientists, the creative economy is becoming and will continue to be one of the main forms of socio-economic development. In their opinion, the formation of an appropriate intellectual environment, the entire system of socio-economic relations will contribute to the disclosure of the creative abilities of people, the creation of new creative ideas and their successful implementation. It is the creative economy that will be the mechanism for revealing the creative energy of people in the new socio-economic conditions of the post-industrial society.

The term "creative economy" was first introduced into scientific circulation in 2000 by John Hawkins . Initially, in accordance with his concept, the creative economy was reflected in a successfully developing creative business. In his opinion, the peculiarity of the creative economy is manifested in the system of specific socio-economic relations between the economy itself and a creative approach to its development and improvement. Ultimately, this leads to the formation and development of a new creative sector of the post-industrial economy, which is based on the intensive use of creative and intellectual resources. [3]

A different interpretation of the term "creative economy" brings Richard Florida. The basis for identifying the specifics of the creative economy, he put the sign of professions, occupation of workers in the creative industry. [4]

Currently, the concept of "creative economy" is often identified with the concept of "knowledge economy". At the same time, we are talking about a special sector of the economy, based primarily on various types of intellectual labor. Such an interpretation is fair only to a certain extent. At the same time, in our opinion, it is not enough to limit the creative economy only to this feature. Other features of the creative economy, a number of authors rightly include the so-called creative thinking, creative design, which have a practical focus.

In the modern world, the creative economy manifests itself in various areas of socio-economic development. It is a motivator that ensures the attractiveness of the

investment climate, the modernization of education and science, the development of specific areas of the social sphere, etc.

The intellectual potential of a society is also related to the level of its culture. A high level of culture contributes to a high level of intellectual potential, and a low level reduces it. Since the early 2000s, the growth rate of creative services (advertising, product development, the music industry, and so on) has increased by 17% annually. Thanks to economic growth, more and more people understood that ideas are not something opposite to material well-being, but, on the contrary, something that can bring a lot of income. In the last 3-5 years, the creative economy has been talked about as an important market trend and a new stage in the development of society. In 2021, venture capital investors have invested more than \$2 billion in total in 50 startups that focus on working with content creators. According to **Influencer Marketing Hub**, to date, the volume of the global market for creative industries is about \$104.2 billion. And by 2024, the volume of the creative economy in the world may exceed \$1 trillion. [5]

*The main growth factors of the creative economy* are human potential, domestic demand, innovation, investment; providing factors are effective creative, innovative, investment, production and social management; an additional factor is external demand.

Signs of a creative (innovative-creative) economy are continuous innovative development, the great role of human capital in the country's innovative development; investments in new goods, services, technologies, in the development of human capital; a large share of science-intensive products in GDP; competition based on innovation; specialization and cooperation in the field of innovative - activities of economic entities; creation of production complexes having an intersectoral and global character; high science intensity of production and a high level of professional training of employees, protection of intellectual property.

The most important characteristic of an innovative and creative economy is the presence of an *innovation industry*, which is understood as the sphere of development, production and implementation of competitive innovations on a mass scale. The innovation industry should cover all sectors of the economy and the social sphere, and innovation should be sectoral and intersectoral in nature.

According to the forecasts of various authoritative international organizations, in the future 2020-2030. the largest part of the added value will be created mainly due to intellectual (creative) factors of production. It is the creative approach and creativity that will become the leading determining and decisive factor in economic development in the 21st century. It is the creative class that will become the core of human resources in the creative economy.

Thus, it is obvious that the main factor in economic development in the 21st century should be creative human resources, which increasingly have the ability to think creatively in making and implementing economic decisions in all spheres of the national economy. Creativity will ultimately be the main potential and tool along with traditional ways of thinking and managing the economy.



But at the same time , it is necessary to determine the ways of Uzbekistan's transition to a creative economy. Based on the real conditions of the economy, the rate of economic growth, the problems of transition to an industrial type of development, the acceleration of innovative development, in our opinion, it is necessary to propose a whole range of measures:

- based on the experience of the CIS countries (Russia , Kazakhstan), to develop a comprehensive concept for the transition to a creative economy in Uzbekistan in the long term;

- to recommend to the scientific potential of the country (scientists ) to raise problems more broadly, not to focus on petty economic issues, science should become a driver of economic growth;

- to raise the level of training of highly qualified specialists on the basis of creative educational technologies.

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