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CREATIVE ECONOMY IN UKRAINE: REALITY OR PERSPECTIVE?

More recently we have talked about the economy as a knowledge economy, information economy; today it is the creative economy that uses achieving the knowledge economy based primarily on materializing new ideas and designs. As an integral value which characterizes the creativity of economies around the world, R. Florida proposed global creativity index, which is based on three factors – technology, talent and tolerance. Ukraine in this list ranked 27th place. This is a good result, considering the fact that the main export sector of Ukraine's economy is heavy industry. This high figure is obtained mainly due to the large proportion of people with higher education.

These indexes of the talent, technology and tolerance indicate the presence of creativity reserves in the economy of our country to be competitive in the international market of goods and services. However, the creative and innovative potential in regions Ukraine is far uneven, so that making appropriate the analysis of regions of Ukraine by indicators of creativity offered by R. Florida.

Direct transfer methods R. Florida to study the local regions by the level of creativity is not possible because a number of key indicators in our country is not monitored (the level of tolerance of regional communities, the opportunity to personal expression, etc.); there is a problem of international information compatibility indicators and those that are tracked in Ukraine (for example, the number of people employed in creative fields). For the most reliable indices formation of talent, technology and tolerance, the author used statistical data of the State Statistics Committee of Ukraine. In the article have been offered new indicators that we think more realistically reflect the Ukrainian realities than the rates offered by R. Florida and that has the statistical records.

The analysis revealed the presence of four groups of regions. First cluster includes regions with long university tradition, university, scientific and educational centers. In these areas concentrated a large number

of talented young people who at the end of higher education often is employed in the so-called creative industries. The second cluster includes regions that are characterized by a high level of tolerance and the proportion of creative class. High creative potential of these regions provided positive characteristics of local communities, but still poorly supported by real innovation. The third cluster is represented regions in which, along with not so favorable conditions for the development of a creative environment, exist a high investment in research and technology. This cluster includes agro-targeted regions. This cluster has a high possibility of creative potential. The fourth cluster includes regions-outsiders. This is mainly so-called old-industry regions where an important role is still played by established during the Soviet period industrial giants.

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