

Highlights of the creatosphere in the Republic of Sakha (Yakutia)

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Abstract—The article is devoted to the analysis of the concept of a new (creative) economy. Creative economy is a special sector of the economy, combining activities related to intellectual work, creativity, and ingenuity. The creative economy is based on intellectual work, which generates income not only from the final created product, but also from the trade of its results and intellectual property rights, as opposed to the traditional factors of production. Creatosphere is formed in the creative economy. Creatosphere is a type of activity in the creative economy. The features of creative economy products are a high added value created in the result of intellectual effort. The accelerators of the development of creatosphere are allocated by the example of the Republic of Sakha (Yakutia): development of educational programs, training of ingenious, creative-minded specialists; support of innovation centers and investments in creative industries; development of creative projects.

Keywords—new economy, creative economy, the creatosphere, creative class, creativity.

I. INTRODUCTION

There are several mainstream economic trends and concepts in the economic theory of the XXI century that explain the trends of socio-economic development of society. One of these concepts is the paradigm of the new economy (creative economy).

As the circular economy and sustainability gain greater attention of governments, industry and academia, business model innovation for circularity and/or sustainability is becoming fundamental to sustain companies' competitive advantage. A variety of business model innovation approaches have been proposed to suit the circular economy or sustainability principles.

With the process of digitalization now in full swing, many are wondering how the adoption of new technologies influences job creation and destruction. The basis of a new, creative economy laid creativity, the creation of a new one. The creative economy is an innovation-oriented economy, an economy of human and creative potential. Creative potential determines capitalization and value of assets. We discuss the highlighters of sustainable development of the creatosphere in the region.

According to a number of researchers, doctors and candidates of Sciences (N.A. Gorelov, O.N. Litun, O.N. Melnikov [6], T.V. Abankina [1], V.V. Vasekina [16], Ya. Rozmainsky [12] and many others) the world has now entered a new economic era of the new economy, the

knowledge economy, the era of creative economy. The new economy is understood as the economy of a creative person. In such an economy, the human resource that produces intellectual property becomes important. There was such a concept as the sphere of creative labor (ingenious and creative component).

Tae Kyung Sung (2015) «The research findings confirmed that application of IT provides several kinds of competitive advantages such as efficiency, threat, functionality, attack, and integration, and that it significantly contributes to corporate performance. Application of IT plays significant role in mediating between corporate strategy and performance» [15, p.111]. In our opinion, the research findings indicate that IT traits of efficiency and integration are the two most powerful competitive advantages for corporations.

Doctor of Economic Sciences, Professors A. A. Stepanov, Candidate of Economic Sciences, and Associate Professor M.V. Savina give the term of the concept of distinctive creative economy. "Creative economy - a set of specific socio-economic relations arising in connection with production, distribution, exchange and consumption, based on non-standard, non-traditional, non-copied ideas, concepts, strategies, activities that provide an effective solution to socio-economic problems on the basis of new knowledge, fundamentally new solutions" [14, p. 104]. In this approach, in our opinion, the concept of creativity, the creative personality, innovations are used. It is important to understand that the creative economy is the formation of a new creative class, the class of creatosphere. We find the conclusion of our thought in the researchers provided by A. A. Stepanov and M.V. Savina "At the stage of formation of innovative economy, to a greater extent there is and will continue to be the need for the development of new theoretical, methodological, methodical and practical methods and approaches of activation, rational and effective use of creative and intellectual human potential as the main source, a strategic tool for the effective use of the main productive force of man in post-industrial society "[14, p. 105].

Indeed, in the new advancement of the information society and a more creative economy, the distribution of human potential division is the basis of development. Enterprise researcher Zhuravlev V.A. notes include that "The main impact of growth factors on the conclusion of a creative economy is the distribution of human impact potential, internal linking demand, innovation, investment system; factors contributing factors are the impact of effective

creative, economic innovation, investment, active production and social demand management; an additional stage is the factor of the producer external demand "division [17, p. 48].

Marina P.P. Pieroni, Tim C. McAloone, Daniela C.A. Pigosso based their results on the «Integration between circularity and sustainability» [10, p.198]. Following we think methods for evaluating the results of a creative economy affect the sustainable development of socio-economic systems.

Relying on the outgoing withdrawal of Frolova C.V. "For them, the distribution is principally certain, accompanied by a "density" of the cultural distribution of the environment, creative linking the environment and the atmosphere of purchasing tolerance" [5, p.165]. We see the potential impact and the search for favorable present and comfortable places of residence. Researcher Vasekin V.V. concludes the elements "The main value of a developing creative economy is affected — it is not retail physical (traditional) developing capital, but intellectual capital is connected" [16, P.15].

Researcher M.A. Kamenskyh conducted a study, in which she concluded that there is a difference between the sources of financing in terms of the creative economy "the difference in financing of research and development in Russia and the United States is obvious. In Russia, the impact on creativity invests is represented mainly by the state, and its share only grows. In the United States, the provision is invested in creativity by organizations that represent them, and their supporting share also increases" [9, p.18].

Jacob L. Cybulski, Susan Keller, Lemai Nguyen, Dilal Saundage (2015) «As a creative process, interactive visual analytics differs from other forms of digital creativity, as it utilizes analytic models, relies on the analyst's mental imagery and involves an iterative process of generation and evaluation of ideas in digital media, as well as planning, execution, and refinement of the associated actions» [7, P.20]. We think that this process is also characterized as collaborative and social by nature as it comprises of analysts from data, problem, and visual domains, who share ideas and actions during analytic activities.

A.V. Mikhailova, U.A. Vinokurova substantiate the concept of creatosphere of the Arctic. "Cultural and natural sources of creatosphere of the Arctic are highlighted. The sources of wealth formation in the region of the Republic of Sakha (Yakutia) are considered by the example of the largest region of the Russian Federation. Today Yakutia is one of the largest cultural centers in the northeast of Russia. The rich and original culture of Yakutia is rightfully a national treasure of Russia. Therefore, the preservation and further development of the unique cultural and spiritual heritage of the peoples of the North is a priority task. The culture of the peoples of the Republic of Sakha (Yakutia) is rich in traditions, coming from the depths of the centuries. Man, having mastered the harsh, but beautiful nature of the Arctic, constantly enriches the ancient Land of Olonkho with new creations. The basis of creatosphere are human capital and spatial development. Natural and cultural places, cultural heritage of the territory of the Arctic are the source of inspiration, creative beginning and self-realization of creatosphere of the Arctic» [11, p. 583].

In her research, T.V. Abankina concludes that the modern concepts of cultural heritage preservation are based on the idea of increasing the efficiency of its use and that building up creative potential and systematic support of creative industries is becoming a key task of strategic development of regions and municipalities in the post-industrial period "[1, P. 100]. The support of creative (ingenious) industries is necessary for the development of regional territories.

So, there are different approaches to the meaning of creative economy under the digitalization.

II. METHODS

The methodological basis of the work is the method of analysis and synthesis.

In our opinion, the new creative economy is characterized by such components as project thinking, creative imagination (modeling), and practical orientation. Create-intensive work becomes a determining factor of socio-economic development, a factor of intensification of social production. Now they are talking about the development of innovative and creative development strategy.

We agree with the well-known American sociologist Richard Florida, who proves that the post-industrial economy is the basis of the creative class. In his research, Richard Florida showed that creativity becomes the most important component and competitive advantage of the development of cities and territories.

The main development of any economy is the division of labor. There is a theory which is based on the idea that as a result of technological innovation, it is not the appropriation of an increased amount of unpaid labor, but its savings. Also knowledge and information come to the fore in the theory of labor value.

Indeed, the basis of creatosphere are creative industries and creative potential of labor resources. We share the point of view of the Candidate of Economic Sciences I.M. Alikperov. He allocates a group of requirements in the development of creatosphere: requirement to the labor, requirement to the consumers, requirement to the creative space and requirement to institutional infrastructure" [2, p. 17].

Researcher I.D. Barkhatov determines the contour of the creative economy and the creative class which consists of "the core of the technological structure of the industrial economy, information economy, knowledge economy, and an innovative creative economy [3, p. 25]. In this model, the emphasis is placed on the basic element – knowledge. In turn, knowledge is inseparable from the carrier in the creative class. In society, there is an evolutionary development and formation of a new class – class of creatosphere.

Researcher L.B. Smaglyukova notes that "the formation and use of creative resources is becoming one of the main tasks of all participants in economic processes. In terms of the new (creative) economy, the activities of its subjects should be based, primarily on the ability to think critically and create new knowledge, which in turn, is impossible without the development of creative resources, both within individual organizations and in the economy as a whole. Investments in higher education contribute to the formation

of highly qualified specialists, whose highly skilled work has the greatest impact on the rate of economic growth [13, p.59]. Investment in social innovation is an accelerator for the development of creatosphere of the region. General and special education improve the quality, increase the level and stock of human knowledge, and thereby increase the volume and the quality of human capital.

III. RESULTS

In the creative economy, we distinguish the concept of creatosphere. Creatosphere is a special sector of the economy, based on activity on intellectual activity. The main characteristics are:

- the high role of new technologies and discoveries in different areas of human activity.
- the high degree of uncertainty.
- a large amount of already existing knowledge and the urgent need for generating new knowledge.

So, we will highlight the accelerators of the development of a creative economy. Accelerators of the creatosphere are science, education and cultural and creative projects in the Republic of Sakha (Yakutia). It is necessary to track the change in creatosphere through monitoring of socio-economic development and the level of intellectual development of society.

Accordingly, the accelerator of creatosphere for the region the Republic of Sakha (Yakutia) should be the cooperation of corporations (business) and scientific institutions and the education system.

The result of the creative economy is any product created as a result of intellectual effort. A distinctive feature of the products of the creative economy is the high added value, often many times greater than their cost.

Benjamin Balsmeier, Martin Woerter (2019) proof «Specifically, we find that increased investment in digitalization is associated with increased employment of high-skilled workers and reduced employment of low-skilled workers, with a slightly positive net effect. The main effects are almost entirely driven by firms that employ machine-based digital technologies, e.g. robots, 3D printing or the Internet of Things» [4].

On the other hand, firms in creative industries should seriously consider IT traits of efficiency and threat, while firms in manufacturing industries should deeply take IT traits of efficiency and integration into account.

Firstly, the basis for the development of creatosphere in the Republic of Sakha (Yakutia) are higher and secondary professional educational institutions. The focus of educational programs on the requirements of the new (creative) economy. Each educational institution has development programs that define key strategic objectives. Thus, the North-Eastern Federal University named after M.K. Ammosov won in 2017 the competitive selection of the Ministry of Education and Science of Russia in the framework of the project "Universities as centers of innovation creation space". NEFU within the framework of this project creates a comprehensive University center, which makes a significant contribution to the breakthrough

development and global competitiveness of Russia. The priority directions of the University in the Development Program for 2010-2020 identified such important areas as the development and implementation of medical technologies to improve the quality of life of the population in the North-East of Russia and the Arctic, the development and adaptation of high-tech technologies and industries for implementation in the North.

The key goal of the Arctic State Institute of Culture and Art is the formation and development of the spiritual, moral, creative, and patriotic potential of an individual in the Russian Arctic in the interests of society and the state based on innovative advanced technologies of education and upbringing. The key to the attractiveness of the Institute for young people in the regions of the North, Siberia and the Far East was the specificity of the content of educational programs, based on the combination of academic arts with the cultural traditions of the peoples of the Arctic. An important area of work for Arctic State Institution of Culture and Arts is artistic and creative activity. A significant part of students and teachers is included in dozens of creative groups, studios, laboratories, takes an active part in concert activities, festivals, competitions of Russia, the region and the world.

Many educational institutions of the Republic of Sakha (Yakutia) implement practice-oriented programs, which orient students on the creation of start-ups and self-realization in the new economy.

Secondly, creative projects. Initiatives and implementation of creative projects are necessary. There are many creative unions and associations, groups in the Republic of Sakha (Yakutia). For example, the Arctic State Institution of Culture and Arts, together with the Yakut State Agricultrual Academy and the Churapchinsky State Institute of Physical Culture and Sports, have been implementing a nationwide project "Education + Culture" since 2018. The project organizers have united around the idea of forming the ideal person of high culture, a healthy lifestyle, the host of his country who is able to work and create, based on the concept of an outstanding public figure of A.Ye. Kulakovskiyh, which is set out in a letter to the "Yakut intelligentsia" (1912). The main task of the Yakut intelligentsia, A.Ye. Kulakovskiyh saw in the "conscious, cultural and legal struggle for the right of existence of his people through progress and culture." The project aims to promote national revival in the twenty-first century through the new forms of the phenomenon.

Thirdly, the development of creative industries through the development of institutions and business support in the Republic of Sakha (Yakutia). The top-5 areas of the most promising creative spheres of the Republic include tourism, cinema, popularization of sports, IT and the fashion industry. In Russia, the sphere of information technologies, software and computer services are the most profitable in the creative industry, advertising and marketing are in second place, and publishing is in third place in terms of profitability. The head of the Republic of Sakha (Yakutia), in his decree on the strategic directions of the socio-economic development of the Republic, set a goal to ensure the growth rate of the non-oil export-oriented sector of the region's economy by more than 10% annually from 2019.

IV. CONCLUSION

Thus, the highlighters of the new (creative) economy in the Republic of Sakha (Yakutia) should be investments in creative industries and support for initiatives of creative and non-standard thinking people who need to be given an opportunity for self-realization. JinTao, Chun-YuHo, Shougui Luo, Yue Sheng (2019) marks «Urbanization economies resulting from diversity in service industries are the main source of agglomeration economies, but there is no specialization effect after controlling for firm size, ownership, and industry concentration» [8, p.141]. Further, availability of communication, represented by digital access and transportation convenience, boosts knowledge spillovers and thus enhances urbanization economies.

In conclusion, the priority creative industries in the region are entrepreneurial activity, located at the intersection of art, culture, business, IT technologies, film industry, the impulse of which is the “creation” of a person. The most important thing in a creative economy is human capital, competences, culture, intelligence and creativity. The creative industry has endless prospects that give the opportunity not only to develop themselves, but also to develop and move the region's economy forward. The socio-economic development of the region is an essential element of the social progress and development.

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