



THE GLOBALIZATION AS AN IMPORTANT FACTOR OF CREATIVE INDUSTRIES DEVELOPMENT

Valerija KONTRIMIENĖ¹, Borisas MELNIKAS²

¹*Vilnius Gediminas Technical University, Faculty of Creative Industries,
Saulėtekio al. 11, LT-10223 Vilnius, Lithuania*

²*Vilnius Gediminas Technical University, Faculty of Business Management,
Saulėtekio al. 11, LT-10223 Vilnius, Lithuania*

E-mails: ¹valerija.kontrimiene@vgtu.lt, ²borisas.melnikas@vgtu.lt

Abstract. The article analyses a concept of the sector of creative industries thus highlighting the importance of the sector and showing its role in society and economic development. Particular attention is shifted on the growth of exports and imports of creative industries considering the current challenges of globalization. The paper presents comparative and structural analyses of exports and imports of creative industries reflecting the place of the sector of creative industries in the economy of the modern world, including the tendencies indicating changes in the export and imports of the products created in this sector. The article also reveals the impact of the development of this sector on employment and economic growth in general and demonstrates that research on the development processes of the creative industry sector, particularly in the context of globalization challenges, is a highly promising trend of scientific knowledge and further research.

Keywords: creative industries, globalization, development processes, exports and imports by product, employment.

Introduction

Context. It is only during the latter half of 20th century that globalization of production around the world witnessed an unprecedented change. The process of globalization of markets was first of all accelerated by liberalization in economic policies around the world with the emerge of a number of International Economic Organizations, such as World Trade organization. Besides, the revolution in the sphere of the modes of communication and transport contributed to the convergence in standards, tastes and attitudes of the customers. The growing customers' income triggered the desire for new products and services boosted by effective international marketing communications and low trade barriers. Creative industries under conditions of globalization, in this context, work as a driving force establishing common preferences by the means of media and new technologies. On the one hand, media and new technologies in the era of globalization are the most powerful force that speeds up the process of globalization of markets and globalization of production. On the other hand, despite the influence of global media and new technologies, the cultural effects of different nations are very much in evidence, especially in the field of creative industries. However, the process of globalization inevitably led to the convergence of tastes and standards across the world. Moreover, such sectors of creative industries as new media, visual arts, audiovisuals and others act as a driving force in establishing new business models in era of digital technologies. Nowadays the sector of creative industries is highly dynamic. It is changing “due to the process of globalization with the increasing cross-border movement of people, goods, services and capital”. (Hamilton, Webster 2015). Therefore, it is very important to identify and explore the true extend and dynamics of creative industries development under conditions of globalization.

The object of the present research is the creative industries development under conditions of globalization and its effectiveness evaluation.

The aim of the research. The publication is aimed at disclosing the role and the place of the sector of creative industries in the system of the modern global economy with the focus on the current trends in exports and imports volume, as well as, defines creative industries sector as a driving force of job generation and overall progress in society.

Methodology of the research. Research methodology involves a comparative analysis of different attitudes regarding the sector of creative industries, as well as an economic statistical analysis of the development processes of creative industries.

Practical value. The results of the present research could be used in evaluation of true extend and value of creative sector, as well as, indication of prevailing trends in creative industries development under condition of globalization.

Brief review of the previous research on creative industries

The sector of creative industries has been analyzed in a large number of papers. (Florida 2002; Garnham 2005; Hartley *et al.* 2013; Hautamäki *et al.* 2010; Howkins 2001; Melnikas 2016; Lis *et al.* 2012; Lash, Urry 1994; Pratt 2005; Potts 2011; Flew 2012). It could be claimed, that creative industries appear among the most dynamic sectors of modern economies playing an increasing role for economic growth, social welfare and progress in society. Creative industries are culture based industries, therefore, their potential for development is vast. “Indirectly, culture increasingly underpins the ways in which people everywhere understand the world, see their place in it, affirm their human rights, and forge productive relationships with others” (UNCTAD 2013). According to Jason Potts, creative industries involve both, culture and new technologies (Potts 2011). Terry Flew noticed that “creative industries is a concept that is reshaping how we think about culture and the forms of public policy that being developed in relation to the areas that come to be within its purview” (Flew 2012). A number of scientists argue that there is little agreement on the definition of creative industries at all. Economists, regional development agencies, historians, government policymakers, business strategists, lawyers and educationalists have a different take on the topic, but they all have something to contribute to the studies on creative industries. As a result, there is a variety of interesting and important insights scattered across many domains, using different definitions, conceptual frameworks and methodologies for different instrumental purposes. According to a group of well known researchers in the field of creative industries “creative industries studies now has a robust conceptual toolkit to analyze and solve real problems in cultural life, business strategy, public policy, critical understanding and intellectual advancement alike” (Hartley *et al.* 2013).

Creative Industries are the most rapidly growing sectors of the world economy, not just in terms of income generation but also for job creation and export earnings. “Human creativity and innovation, at both the individual and group level, are the key drivers of economic growth, and have become the true wealth of nations in the 21st century” (UNCTAD 2013). Therefore, there is an urge need for unlocking the potential of the creative economy. This process involves promoting cultural diversity and overall creativity of societies, as well as affirming the distinctive identity of the places where it flourishes and clusters. However, “available knowledge and economic studies of externalities are only now beginning to be applied to the complex relationships between economic growth, diversity, creativity and cultural expression” (UNCTAD 2013).

Along with a number of creative industries strengths such as cultural diversity, rich heritage, combined with the talent of artists and high-quality education, different studies on creative industries identify a number of challenges which act as barriers on the way of creative industries development under conditions of globalization. Good Practice Report, produced in 2014, identifies a set of well-known shortcomings, such as the predominance of very small companies in the sector of creative industries, weaknesses of the intermediaries, issues related to the management of rights and others. However the in order to facilitate, stimulate and enforce further development of creative industries under condition of globalization there is a need for fairly deep and broad scientific knowledge and testing. An area crucially important for scientific research on creative industries covers progress in creative industries and further development considering the current challenges of globalization: the evident orientation of the growth and development of creative industries to global markets is one of the most important attributes of the industries. At the same time, this factor clarifies the purpose of this publication and the contents of the material provided in the paper.

Creative industries in the contemporary economy: comparative analysis of international trade

Creative industries act as a fundamental part of the modern economy. The most important attribute of creative industries which proves an increasing role of creative industries for economic growth in general, considering the current challenges of globalization, is the dynamic growth of exports of creative goods and services.

Under modern globalization conditions, an increasing role of the sector of creative industries is visibly reflected in the material of economic statistical surveys and reports of the trends in the development of creative industries (DCMS 2001; DCMS 2006; DCMS 2015a; DCMS 2015b; EAC 2014). With reference to the data suggested by various international organizations, different statistical tables can be compiled, which allows analyzing and comparing the dynamics of the export and import of the sector of creative industries on a global scale or taking into account different regions of the world, different countries or groups of countries. However, appropriate data and comments can be found in the publication by V. Kontrimienė (Kontrimienė 2016).

Particular attention is shifted on the common trend reflecting the fact that in both, developed and developing countries, the growth rates of exports of creative goods and services are higher than the growth rates of total exports. Moreover, the proportion of exports of creative goods to total exports of goods is substantial, especially in developing countries. According to the figures published in Creative Economy Report (2013), developed countries demonstrate considerably small increase in exports of creative products comparing to developing countries and transition economy countries.

Thus, the world exports of creative goods more than doubled between 2002 and 2011 years. Figures on exports of creative goods in developing countries and transition economy countries, between the same years, even tripled. However, developed countries, according the data, are behind developing and transition economy countries (see Table 1).

Table 1. Exports of creative goods by economic group, 2002 and 2011 (\$US million) (source: UNCTAD 2013)

	World		Developing		Developed		Transition economy	
	2002	2011	2002	2011	2002	2011	2002	2011
Total: All Creative Goods	198 240	454 019	73 890	227 867	123 169	222 597	1 181	3 555
Art Crafts	17 503	34 209	9 201	23 383	8 256	10 653	45	172
Audio Visuals	455	492	35	90	417	400	3	2
Design	114 694	301 262	53 362	172 223	60 970	127 239	362	1 800
New Media	17 506	43 744	4 412	14 607	13 071	28 918	23	219
Performing Arts	2 754	–	250	–	2 478	–	26	–
Publishing	29 908	43 077	3 157	8 106	26 061	33 650	690	1 321
Visual Arts	15 421	31 127	3 474	9 456	11 916	21 631	31	40

The situation could be explained by a number of different reasons, but the most sufficient explanation is that the countries with rapidly growing economy, such as developing and transition economy countries, are more open to modern ideas, technologies and innovations. However, the situation could be also explained by the fact that a large number of firms have set up their manufacturing activities in developing countries and transition economy countries as the most competitive locations. It is a worrying point to note, because this situation seems to be helpful in overestimating the true extend and effectiveness of creative industries in developing economies.

The foreign trade of creative industries is comprised by trade flows of creative goods and creative services. According to Creative Economy Report (2013), world exports of creative goods almost two times exceeded exports of creative services in 2011. However, not all statistical data are available on the volume of creative services. On the other hand, having in mind that creative sector is a driving force of many other industries, the true extend of foreign trade of creative industries could hardly be evaluated.

As comparative analysis of growth rates of creative services exports and imports by sectors reveals, among all creative services during 2008–2011 years, cultural, recreational services and computer services were the most traded. However, developed countries produce much more higher-value-added creative services such as computer and information, cultural and recreational services, franchises and similar rights than developing countries (see Table 2).

Table 2. Growth rates of creative services exports and imports by sector, 2008–2011 in % (source: UNCTAD 2015)

Category	World 2008–2011		Developed 2008–2011		Developing and Transition economy 2008–2011	
	Exports	Imports	Exports	Imports	Exports	Imports
Advertising, market research and public opinion polling	6.81	0.13	4.52	-1.72	2.30	1.85
Research and Development	5.46	4.95	5.52	4.70	-0.05	0.25
Architectural, engineering and other technical services	3.57	7.38	3.37	5.02	0.20	2.36
Personal, cultural and recreational services	7.38	6.14	9.73	2.42	-2.34	3.73
Audiovisual and related services	5.92	3.66	7.51	2.11	-1.59	1.55
Other personal, cultural and recreational services	14.09	10.03	14.36	1.88	-0.27	8.16
Computer and information	8.08	6.41	6.25	6.27	1.83	0.14
Computer services	8.10	6.98	6.68	7.46	1.42	-0.48
Information services	-1.13	6.47	-1.42	5.30	0.30	1.17
Other information services	-4.73	5.37	-5.47	2.39	0.73	2.99
Royalties and license fees	7.85	7.46	7.85	6.42	0.01	1.04
Franchises and similar rights	9.98	7.71	9.77	7.42	0.21	0.29
Other royalties and license fees	6.07	4.61	5.93	4.29	0.13	0.32

As comparative analysis of world exports of creative goods by products discloses, export growth rates of creative goods in different sectors differ dramatically. Such creative areas as production of jewelry (19.95%), sculpture (19.41%) and glassware (11.75%) demonstrate high growth rates, while a film production (–31.68%), architecture (–16.35%) and creation of video games (–9.45%) reflect noticeable decrease. (see Table 3). The most evident explanation of the situation could be the following: if we take in account that rapidly developing countries such as China and India mostly produce low-value-added manufactured goods, such as inexpensive jewelry, glassware, carpets and other art crafts.

Table 3. World export of creative goods by products, 2008–2012, US\$ million (source: UNCTAD 2015)

PRODUCT	2008	2009	2010	2011	2012	Growth rates % 2008–2012
Art Crafts	30235.71	26628.74	30428.96	35732.17	34339.45	5.64
Carpets	6359.296	6040.205	6993.265	8728.804	7757.528	7.96
Celebration	3777.006	3085.765	3469.709	4319.321	5124.315	9.93
Other	3000.754	2384.533	2830.617	3479.149	3433.122	6.68
Paperware	91.72797	79.11319	86.54191	69.09205	88.80617	–1.98
Wickerware	2497.685	1865.493	1851.686	2099.411	1950.573	–3.69
Yarn	14509.24	13173.63	15197.14	17036.39	15985.11	4.61
Audio Visuals	38293.81	34871.78	35406.76	36149.27	32053.97	–3.15
Film	766.1422	733.3538	633.9561	493.4906	138.9678	–31.68
CD, DVD, Tapes	37527.67	34138.43	34772.8	35655.77	31915	–2.77
Design	221026.4	207604.7	238880.7	298224.8	284888.1	9.09
Architecture	434.3603	359.8718	251.3261	222.8791	226.0521	–16.35
Fashion	58709.27	53512.45	64534.01	81384.89	72141.57	8.67
Glassware	1760.433	1587.123	1806.201	1870.359	2826.703	11.75
Interior	66252.03	57647.74	66794.1	75132.41	71155.23	4.16
Jewellery	52601.78	57680.3	68034.78	96082.97	101199	19.95
Toys	41268.57	36817.22	37460.32	43531.33	37339.54	–0.33
New Media	46631.25	40191.02	40356.72	40392.39	40873.43	–2.55
Recorded Media	19106.81	19284.77	21584.08	23225.76	22385.28	5.16
Video Games	27524.44	20906.25	18772.64	17166.64	18488.14	–9.45
Performing Arts	4549.42	3917.419	4620.977	5188.537	5051.71	5.03
Musical Instruments	4430.016	3808.953	4495.256	5080.011	4946.524	5.22
Printed Music	119.4038	108.466	125.7205	108.527	105.1859	–2.50
Publishing	47498.84	39640.8	40175.2	42896.5	38260.25	–3.47
Books	18772.65	16738.99	17082.95	18209.76	16718.19	–1.47
Newspaper	17433.54	13362.13	13582.82	15006.45	13054.67	–4.52
Other Printed Matter	11292.65	9539.678	9509.423	9680.297	8487.392	–5.41
Visual Arts	29049.8	22451.93	26453.61	31229.91	38324.51	9.24
Antiques	3160.243	2300.24	2786.216	3505.099	3917.463	8.88
Paintings	14857.63	10417.18	11665.14	13268.04	15260.17	3.00
Photography	2299.026	1936.308	2098.189	2151.665	2266.285	0.77
Sculpture	8732.901	7798.2	9904.066	12305.11	16880.59	19.41
All Creative Goods	417285.3	375306.4	416323	489813.6	473791.4	5.34

Analysis of world imports of creative goods by product reveals the similar situation comparing with the world exports of creative goods by product. Decreasing tendency prevails in films (–29.37) and video games (–12.84) production. Production and design of jewelry (12.22), on the other hand, demonstrate very favorable position. (see Table 4) The explanation could be multifactorial, but the impact of emerging of social networks is the most significant. People nowadays tend to watch films and play games on line instead of buying licensed products. At this point, it is important to elaborate and imply global multilayer policy based on IPR protection system.

Table 4. World import of creative goods by product, 2008–2012, US\$ million (source: UNCTAD 2015)

PRODUCT	2008	2009	2010	2011	2012	Growth rates % 2008–2012
Art Crafts	28213.1	23188.5	27227.5	30091.9	27741.1	2.29
Carpets	6716.14	5547.62	6281.14	6944.01	6542.11	1.73
Celebration	6091.9	4766.86	5531.56	5854.21	5774.21	0.99
Other	3435.41	2699.29	2969.85	3235.09	2946.15	-1.25
Paperware	143.757	101.127	88.0607	105.601	146.249	0.78
Wickerware	1785.21	1473	1595.87	1721.07	1591.95	-0.73
Yarn	10040.7	8600.59	10761	12231.9	10740.4	4.99
Audio Visuals	40974	35597.7	35130.2	36715.4	29748.2	-5.91
Film	670.166	680.591	582.979	483.254	139.727	-29.38
CD, DVD, Tapes	40303.9	34917.1	34547.2	36232.2	29608.5	-5.63
Design	234823	198626	228022	261643	255077	4.51
Architecture	162.509	142.803	195.573	135.985	151.513	-1.87
Fashion	62166.3	53807	62997.3	74771.1	71137	6.17
Glassware	1414.23	1005.76	1178.02	1274.87	1045.68	-3.60
Interior	70806.2	57420.9	65358.3	71265.1	69274.4	1.74
Jewellery	45633.5	36396.5	46611.9	57597.6	64568.9	12.22
Toys	54640	49852.9	51681	56598.4	48899.8	-0.95
New Media	55173.1	48707	50397.2	48179.4	45905.1	-3.72
Recorded Media	19951.4	20423	24765.8	27171.1	25345.7	7.94
Video Games	35221.7	28284	25631.4	21008.4	20559.4	-12.84
Performing Arts	5326	4518.44	4923.71	5347.75	5166.25	1.08
Musical Instruments	5210.46	4412.56	4817.04	5248.81	5067.9	1.19
Printed Music	115.538	105.886	106.665	98.9409	98.3518	-3.82
Publishing	46083.1	39787.8	40477.9	42976.8	38132.2	-2.97
Books	19355.9	16903.3	17415.7	18312.5	16889	-1.91
Newspaper	17235.1	14537.5	14488	15787.2	13143.4	-4.49
Other Printed Matter	9492.04	8346.97	8574.23	8877.18	8099.77	-2.52
Visual Arts	27904.3	19455.2	23894.9	28458.3	29933.3	5.35
Antiques	4163.76	2889.69	3237.4	4645.73	4818.43	7.97
Paintings	13361.1	8422.11	10867.8	13324	14553.5	6.50
Photography	2188.78	2009.26	2276.92	2313.87	2403.44	3.34
Sculpture	8190.68	6134.14	7512.78	8174.68	8157.88	2.83
All Creative Goods	438496	369880	410074	453413	431703	1.74

Comparing world export growth rates of creative goods (5.34%) and world import growth of creative goods (1.74%), it is obvious that creative industries are highly focused on export promotion. Moreover, it is determined that the process of globalization had a great impact on the international trade of creative goods.

Creative industries in the contemporary economy: structural analysis of international trade and employment

The share of exports of creative goods and services in total world exports is considerably higher than the share of imports of creative goods and services in total world imports. The data given in the Table 5 provide clear evidence that creative goods exports are growing rapidly. The increasing volumes of exports and imports of creative industries actively contribute to all international trade. Moreover, the increasing volume of exports and imports of creative industries indicates that the sector of creative industries becomes the important part of world exports, with contribution from 4 percent to 5 percent to total world exports.

Table 5. World creative industries (CI) exports and imports % of total World exports and imports (source: Author's calculation)

	2010	2011	2012	2013	2014
World exports, US\$ million	16 148 864	12 555 778	15 302 138	18 338 967	18 496 727
World exports of CI services, US\$ million	256 883	243 017	253 462	287 018	
World exports of CI goods, US\$ million	417285	375306	416323	489813	473791
Total CI exports, US\$ million	674 168	618 323	669 785	776 831	
CI % in total exports	4.17	4.92	4.38	4.24	
CI% exports growth rate		-8.28	8.32	15.98	
World imports, US\$ million	16 467 643	12 689 586	15 420 513	18 415 633	18 631 707
World imports of CI services, US\$ million	268 006	253 379	266 858	295 961	431703
World imports of CI goods, US\$ million	438496	369880	410074	453413	
Total CI imports, US\$ million	706 502	623 259	676 932	749 374	
CI % in total imports	4.29	4.91	4.39	4.07	
CI% imports growth rate		-11.78	8.61	10.70	

The role of creative industries needs to be seen as much about driving future exports, technology applications and innovation, as about job generation. Moreover, often employment in creative industries is not separated from employment in cultural industries which in some countries are counted as cultural creative industries (CCI). Therefore, further on, the article will regard employment in creative industries as employment in cultural creative sector.

According to Creative Economy Report 2013, the contribution of the cultural creative sector to the economy can be measured from different perspectives. One of the key components to understanding and measuring the cultural creative economy is cultural employment. Therefore the Global Survey of Cultural Employment Statistics established the first global database of cultural employment data and indicators. Figure 1 shows that the share of cultural employment in total employment can be significant, ranging from 1.3 per cent to 6.24 per cent.

The highest contribution of cultural creative industries to total employment show developed countries: Switzerland (6.51%) the UK (5.29), the USA (5.02) and the Netherlands (4.99). While developing countries, such as China, accounts only for 2 per cent of total employment. The reason of the difference in the size of the share of cultural creative employment in developed and developing countries is the different structure of cultural creative sector. Developed countries, such as the USA, the UK, France and Switzerland, have mostly production of higher-value-added creative goods and services, which is highly labor-intensive, whereas, developing countries produce a lot of low-value-added mass production. Besides this, according to the DCMS Report "Creative Industries: Focus on Employment", the creative economy employs people with a range of skills and qualifications, however, the list of creative occupations used to define the creative industries contains many jobs which require a degree or higher education qualification. (UNCTAD 2013)The example of the UK shows that the estimates of the highest level of qualifications contain a higher proportion of people who have a degree, working in creative sector, than for the UK economy as a whole.

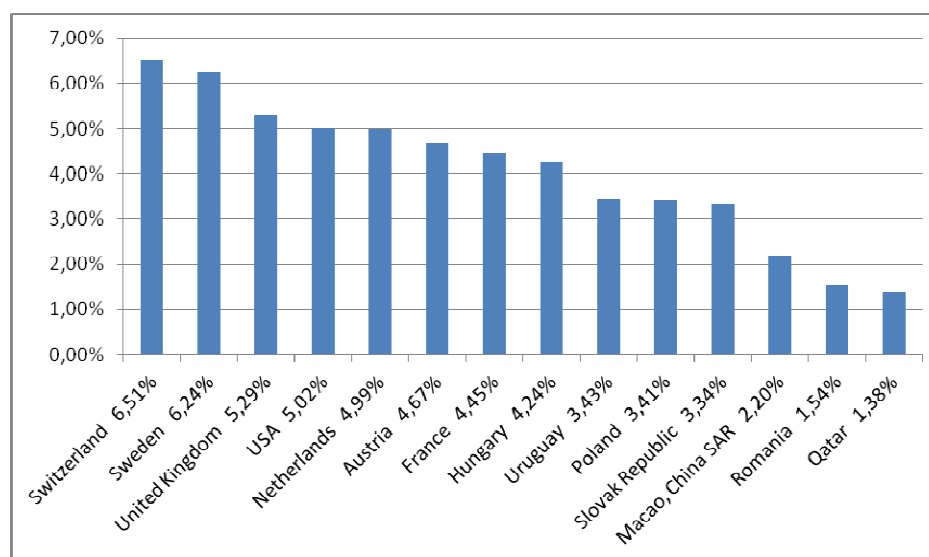


Fig. 1. Share of cultural creative employment in total employment (source: UNCTAD 2013)

More than half (58.8%) of jobs in the creative economy in 2014 were filled by people who had at least a degree or equivalent qualification, compared to 31.8 per cent of all UK jobs. One in every six jobs held by graduates in the UK was in the creative economy. Between 2013 and 2014, there was an increase of 110,000 (7.3%) in the number of jobs in the creative economy held by individuals with at least a degree or equivalent. “The balance of jobs in the creative economy is moving to a more highly skilled workforce. This shows that the creative industries are relatively high skilled when compared to the wider UK workforce” (UNCTAD 2013). However, there is lack of comprehensive statistical data on the proportion of people who have a degree and are working in the sector of creative industries in developed and developing countries.

To sum up, the above conducted analysis identifies the main trends reflecting the place of the sector of creative industries in the economy of the modern world, including both the tendencies indicating changes in exports/imports and employment in the sector of creative industries under conditions of globalization.

Conclusions

The processes of creative industries and their development under conditions of globalization are an exceptionally important and promising area of practical business and economic activity as well as research. The present research considers the process of globalization with regard to creative industries. In this context it is important that globalization, first of all, is related to communication, sharing ideas, information and images transplanetary, or across the planet. However, transplanetary connectivity, according to Scholte, is comparatively old phenomenon. The more specific and new is supraterritoriality. “The distinctiveness of recent globalization involves more than the quantity, frequency, scope and depth of transplanetary social links. Qualitatively, too, much of today’s global connectivity is different. Contemporary globalization has been marked by relations which have qualities of transworld simultaneity that is they extend anywhere across the planet at the same time and move anywhere on the planet in no time.” (Scholte 2005) This means that the process of contemporary globalization has qualitatively new feature such as supraterritorial feature, or feature which is not rely on any territory and time. Therefore, the socio- economic role of creative industries is crucial nowadays. As an example, the global mass media, as one of the sectors of creative industries, could be treated as one of the tools of contemporary globalization. The global mass media is acting beyond territorial space and time thus “shrinking” the world. At the same time, the mass media communicates simultaneously huge volumes of standardizes information, images, tastes and attitudes across the planet. As a result, the process of universalization in both, production and consumption occurs.

Sector of creative industries is now recognized as the most important and dynamic sector in the contemporary economy. Among the most important attributes of the sector of creative industries are the following: first, creative industries can be defined and explored as a driving force of international trade and job generation. Second, the era of digital technologies allowed recognizing an economic value of creative industries as an engine of world economic growth based on unification of standards. Third, developed countries are behind developing countries and transition economies considering the growth rates of exports of creative goods. Tendencies indicating changes in exports of the goods produced in the sector of creative industries reveal the following phenomena: developing countries outran developed countries and accounted for 57 percent of total exports of creative goods in 2012. The changing situation in international creative industries markets suggests that developing countries recently play a dominant role in creative industries worldwide. Fourth, developed countries produce mostly production of higher-value-added creative goods and services, which is highly labor-intensive, whereas, developing countries produce a lot of low-value-added mass production. This is a case when a substantial contribution of creative industries to total employment show developed countries, whereas developing countries such as China accounts only for 2 per cent of total employment. Fifth, the sector of creative industries shows the highest level of employees with a degree. However, there is an urgent need for comprehensive statistical data on the field. Sixth, in order to provide new opportunities for creative industries economic growth and international cooperation in era of digital technologies, special multilayered policies, with the focus on IPR protection, are needed.

As it is generally accepted by a number of scientists, economists, historians, government policymakers, business strategists, educationalists and was determined by the present research, the sector of creative industries nowadays is recognized as a leading sector in generating international trade, economic growth, employment and social welfare worldwide. Moreover, it is anticipated that from the economic perspective, creative industries will be proceed to grow at a faster pace than the rest of economy. Therefore, the sector of creative industries is a niche field for further scientific studies being central to debates about development of the 21st century economy, culture and policy.

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GLOBALIZACIJA KAIP SVARBUS VEIKSNYS KŪRYBINIŲ INDUSTRIJŲ PLĖTRAI

Valerija KOTRIMIENĖ, Borisas MELNIKAS

Santrauka. Straipsnyje analizuojama šiuolaikinė kūrybinių industrijų sektoriaus samprata, atskleidžianti šio sektoriaus svarbą, parodytas jo vaidmuo ir vieta visuomenėje. Prioritetinis dėmesys skiriamas kūrybinių industrijų raidai ir plėtrai, atsižvelgiant į svarbiausius šio sektoriaus ekonomikos rodyklius, globalizacijos iššūkių kontekste. Išnagrinėtos tendencijos, atspindinčios kūrybinių industrijų sektoriaus vietą modernių pasaulio šalių ekonomikoje, tame tarpe – tendencijos rodančios šiame sektoriuje sukurtų produktų eksporto ir importo pokyčius, atskleisti šio sektoriaus raidos poveikiai užimtumui bei ekonomikos augimui visumoje. Parodyta, kad kūrybinių industrijų sektoriaus raidos procesų tyrimai, ypač globalizacijos iššūkių kontekste, yra labai perspektyvi mokslinio pažinimo ir tolimesnių tyrimų kryptis.

Raktiniai žodžiai: kūrybinės industrijos, globalizacija, kūrybinių industrijų plėtra, produktų eksportas ir importas, užimtumas, ekonomikos augimas.