





INTERNATIONAL CONFERENCE

«CREATIVE ECONOMY: MAIN DEVELOPMENT TRENDS AND STATE POLICY»

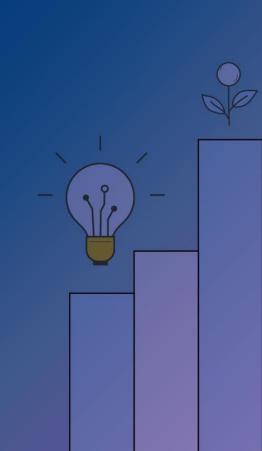
NOVEMBER 24 – 25



PROGRAMME



MOSCOW 2022



NOVEMBER 24, 2022

14:00-16:00

THE INTERNATIONAL FORUM OF YOUNG RESEARCHERS OF THE CREATIVE ECONOMY

Russian and foreign young researchers, as well as postgraduates and students studying socio-economic aspects of creative economy or particular creative industries, present their research papers.

Link

Topics:

- Key trends in the development of the creative economy and creative industries
- Impact of the COVID-19 pandemic on creative industries
- Digitalization of creative industries
- Assessment, measurement and forecasting of the development of creative industries
- Analysis of creative clusters
- Creative potential of cities and regions
- Best practices for business support in the field of creative industries
- Sectoral analysis of the development of particular creative industries, etc.

14:00

Alexandra Balchugova, Evgeniya Mironova, Laboratory for Thinking, Communication & Sense, West Siberian Interregional World-class Scientific and Educational Center, Russia

Urban creative spaces and communities

Evgeniya Evpak, HSE, Russia

14:15 Digitalization of creative industries in the understanding of composers and singers: towards the transformation of the profession

Elnara Muradalieva, Rostov State University of Economics, Russia

14:30 The impact of the Covid-19 pandemic on the film industry. Measures to support and restore the film production industry

Anastasiya Usik, HSE, Russia

14:45 Theoretical and practical approaches to the transmedia promotion of a festival music project in the digital environment

Julia Shevelyova, The Russian Presidential Academy of National Economy and Public Administration, Russia

Practices and mechanisms for managing the development of creative industries in Russian regions: trends and prospects

Anastasiya Pashuto, HSE, Russia

15:15 Small innovative enterprises: the impact of branding on economic efficiency and competitiveness

Daria Lebedeva, Anastasiya Liepa, Tyumen Industrial University, Russia

Decor shop and workshop project

15:45	Discussion and summing up
16:00	Selection of winners

NOVEMBER 25, 2022

15:30

Session 1: HUMAN POTENTIAL OF CREATIVE INDUSTRIES: EDUCATION, SKILLS, EMPLOYMENT

Chair: Mikhail Gershman, HSE Institute for Statistical Studies and Economics of Knowledge (ISSEK), Russia

The session is devoted to discussing various aspects of human potential in the development of the creative economy and creative industries, including personnel training, skills development, employment, and state support for this diversified sector.

Link

Themes to discuss:

- Key features of employment in the creative economy
- Problems of personnel training for creative industries
- New trends: the role of digitalization in the development of the human potential of creative industries
- Measures of state support for creative professionals

11:00 Tudor Rickards, Manchester Alliance Business School, UK

The Human side of innovation: Everyday creativity and human potential

11:15 Demianova Anna, HSE ISSEK, Russia

The four worlds of creative employees: the role of education level and job-education match

- 11:30 Oğuz Demir, Istanbul Commerce University, Türkiye Creative industries value chains and human creativity
- **11:45** Tatyana Abankina, HSE, Russia

Formation of end-to-end educational trajectories: from talent support to professional competencies

12:00 Discussion and summing up

Session 2: STUDYING THE CREATIVE POTENTIAL OF RUSSIAN REGIONS

Chair: Viktoriya Boos, ISSEK HSE, Russia

The session is intended to discuss the best practices for measuring and supporting creative industries in the Russian regions.

Link

Themes to discuss:

- Russian and foreign experience in assessing the regional creative potential.
- Problems and limitations of an objective assessment of the regional creative potential.
- Creative leaders approach to evaluate the creative potential of the regions.

Viktoriya Shubina, ISSEK HSE, Russia

13:00 Approaches to the estimation of creative industries in Russian reigons

Pavel Timoshin, Creative industries agency of Moscow, Russia Analytical background of Moscow creative policies
Analytical background of Moscow Cicative policies

13:30 Aleksandr Suvalko, HSE, Russia Cultural capital evaluation in the cities of Russia

Veronika Protasova, Center for Entrepreneurship Support of St. Petersburg, Russia

13:45
Analytical requests in the field of creative industries from regional development institutions on the example of St. Petersburg

Irina Antonova, Tomsk Polytechnic University, Russia

14:00 Creative reindustrialization of second-tier cities: definition, efficiency, spillovers

Maria Solosina, Voronezh State University, Russia

- 14:15 Possibilities of applying existing approaches to assessing the level of creative industries development on the example of the Voronezh region
- **14:30** Discussion and summing up

Session 3: SECRETS OF NATIONAL CREATIVITY

Chair: Evgeniy Kutsenko, HSE ISSEK, Russia

The session is designed to identify the characteristics of creative industries in different countries and potential scenarios for their further development, taking into account existing and planned support measures.

Link

Themes to discuss:

- What are the leading countries in the field of creative industries?
- Specialization and diversification of the creative sector: which strategy is more advantageous?
- The role of non-material factors in the development of creative industries: path dependency, authenticity and localism.

1 5:00	Aleksey Maslov, Moscow State University, Russia
	Cultural and historical prerequisites for the development of creative industries in China
15:15	Ilya Dunichkin, HSE, Russia
	Key success factors for creative industries in Japan
15:30	Alicia Sedano Funciya, HSE, Russia
	Main features of the advertising industry in Latin America
15:45	Viktoriya Boos, HSE ISSEK, Russia
	Leading countries in creative industries: recognized masters and ambitious debutants
16:00	Discussion and summing up