



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
15:00	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
15:30	Decor shop and workshop project
15:45	Discussion and summing up
16:00	Selection of winners

NOVEMBER 25, 2022

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

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- 11:00** Tudor Rickards, Manchester Alliance Business School, UK
The Human side of innovation: Everyday creativity and human potential
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- 11:15** Demianova Anna, HSE ISSEK, Russia
The four worlds of creative employees: the role of education level and job-education match
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- 11:30** Oğuz Demir, Istanbul Commerce University, Türkiye
Creative industries value chains and human creativity
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- 11:45** Tatyana Abankina, HSE, Russia
Formation of end-to-end educational trajectories: from talent support to professional competencies
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- 12:00** Discussion and summing up
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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.

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- 13:00** Viktoriya Shubina, ISSEK HSE, Russia
Approaches to the estimation of creative industries in Russian regions
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13:15	Pavel Timoshin, Creative industries agency of Moscow, Russia Analytical background of Moscow creative policies
13:30	Aleksandr Suvalko, HSE, Russia Cultural capital evaluation in the cities of Russia
13:45	Veronika Protasova, Center for Entrepreneurship Support of St. Petersburg, Russia Analytical requests in the field of creative industries from regional development institutions on the example of St. Petersburg
14:00	Irina Antonova, Tomsk Polytechnic University, Russia Creative reindustrialization of second-tier cities: definition, efficiency, spillovers
14:15	Maria Solosina, Voronezh State University, Russia 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.

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