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MANAGEMENT OF THE CREATIVE POTENTIAL OF SMALL BUSINESS AS A FACTOR OF INTEGRATION CAPACITY AND SUSTAINABILITY OF THE "GOVERNMENT-BUSINESS-COMMUNITY" SYSTEM

The article substantiates the theoretical, methodological, and practical principles of managing the creative potential of small businesses in the context of strengthening the integration capacity and ensuring the systemic sustainability (resilience) of the "government-business-community" architecture. The retrospective dynamics and current macroeconomic trends in the development of the domestic creative sector are investigated, and its contribution to gross value added and adaptive capacities under martial law is determined. Special attention is paid to crowdfunding as a modern tool for facilitation and cross-sectoral interaction, which allows leveling traditional barriers, diversifying financial risks, and optimizing participatory management processes. A comparative analysis of leading Ukrainian ("Spilnokosht", "Moye Misto", "KUB") and global (Kickstarter, Indiegogo, Patreon, Kofi) crowd platforms is carried out, revealing their specifics, legal constraints, and institutional barriers for domestic beneficiaries. A conceptual functional model of creative potential management in the "government-business-community" system is designed and detailed, with a clear distribution of regulatory and stimulating tools of local governments, adaptive models of small business (in particular, Agile, Military Tech), and mechanisms for engaging local communities. It is proved that the systemic integration of creative capital transforms a set of scattered initiatives into a viable horizontal ecosystem capable of self-recovery and countering permanent external shocks.

Keywords: creative potential, small business, "government-business-community" system, integration capacity, innovation, enterprise, sustainability, resilience, antifragility, crowdfunding, crowd platforms, participatory management, gross value added.