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THE CREATIVE SECTOR: INSTITUTIONAL FRAMEWORK FOR ESTABLISHMENT AND DEVELOPMENT IN UKRAINE

The article provides a comprehensive theoretical and methodological study of the institutional foundations underlying the formation and development of the creative sector in Ukraine. Grounded in a systems approach, the study identifies the creative economy as a complex socio-economic ecosystem, the functional efficiency of which depends on the harmonious integration of economic, technological, social, and cultural factors. To eliminate conceptual ambiguity within the academic discourse, a clear distinction is made between the concepts of "creative industries" (micro-level), "the creative sector" (meso-level), and "the creative economy" (macro-level).

The authors conduct a comparative analysis of European and domestic experiences regarding the institutionalization of the creative sector. The findings reveal that while the European regulatory framework predominantly employs the concept of "cultural and creative sectors," domestic legislation focuses on "creative industries" and "the creative product" as its core categories. Furthermore, the paper analyzes the fundamental legislative acts of Ukraine and the EU that establish the groundwork for the financial support of the creative sector.

The study demonstrates that the institutional framework of the creative sector constitutes a multi-level system. This system integrates institutions from diverse areas of economic activity that directly shape the operational environment and regulate the performance of creative entities in Ukraine at its current stage of development. The paper identifies key destructive factors that have historically hindered the development of creative industries within the domestic economy. The study substantiates the determinant impact of these factors on the formation of informal institutions (such as trust, values, and cultural norms) and, consequently, on the supply and demand dynamics of creative products in Ukraine.

Finally, the article highlights the strategic importance of the creative sector for the domestic economy as a whole, and for the socio-cultural sphere in particular, under wartime conditions. It is argued that the creative sector serves as a crucial driver of post-war recovery and an indispensable prerequisite for Ukraine's integration into the European socio-cultural and economic space. Therefore, creating robust financial and legal incentives for the development of creative entrepreneurship is of critical importance.

Keywords: creative economy, creative industries, creative sector, digitalization, institutionalization, ecosystem, formal institutions, informal institutions.