

ISSN 1477-9315



JOURNAL OF
**ENVIRONMENTAL
HEALTH RESEARCH**

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Journal of environmental health research.

ISSN 1477-9315 <http://www.jehr-online.org/>

36 Victoria Road London N59 7LB

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF CREATIVE ENTREPRENEURSHIP

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Abstract: The development of the world economy is closely related to the emergence of creativity. The objects of innovative development in a creative society are all its spheres: economics, science, technology, politics, social sphere, regions, industries, enterprises, goods, technologies, education, culture, art, sports, etc. Without a creative society there can be no creative economy. In this regard, creative entrepreneurship occupies a central place. The work provides not only a theoretical analysis of this type of entrepreneurship, but also offers recommendations for its further development.

Keywords: world economy, thinking, creativity, market, market economy, creative economy, knowledge economy, creative industry, creative entrepreneurship.

Introduction

The development of the world economy in many developed countries, such elements of the economy as creativity (creativity) are increasingly manifested, the main products of which are new ideas and innovations in various fields of human activity.[1, 2]

The main factor of such attention is the recognition of the innovative type of economic development as the only possible one in the modern world. The central subject of an innovative economy is the entrepreneur. In our country, in accordance with the Strategy for Innovative Development of the Republic of Uzbekistan for 2022-2026, it is envisaged “ further development of human capital in the management of innovation activities through the development of creativity skills , innovative entrepreneurship and innovation at all stages of education.”[3]

Analysis of literature on the topic

In Uzbekistan, as in other CIS countries, there are no sufficient theoretical developments to study the economic mechanism, conditions, factors for the transition to a creative economy, and the use of creative entrepreneurship.

Today, all over the world there is a rethinking of the substantive concepts of entrepreneurship. The last decade of the twentieth century was marked by the emergence of special programs, new departments and faculties dedicated to entrepreneurship in all major higher education institutions in Western Europe, the USA and developed countries of Southeast Asia.

One of the first who began to consider entrepreneurship not as an ordinary economic activity carried out at one's own peril and risk, but from a fundamentally different perspective, was J. Schumpeter . He presented the entrepreneurial process as a function implemented by a specific entity, which can be an organization of any form of ownership or an individual. The substantive side of the functioning of a profession can be any innovation: new products; old products, but with new properties; new technology; organizing a new company, expanding the market and much more.

The main condition is that all this leads to a profit that exceeds the average profit of other business structures operating in this area. Naturally, this process is limited in time for each business entity.

Due to the presence of competition, a separate company structure cannot have stable excess profits in the market for a long time. Either way, there will be an abundance of resources and the average profit will be equal. Filling of an entrepreneurial position stops until a new one becomes available.

Thus, according to J. Schumpeter , entrepreneurs are not a number of economic entities, not a separate class or profession, but a function periodically performed by different entities. In every economic sphere of activity it appears or disappears and is replaced by the ordinary economic process. But only while it exists, entrepreneurs are

engaged in entrepreneurial activities. From the work of J. Schumpeter, he comes to the conclusion that innovation is an inherent characteristic of entrepreneurship and a criterion for success.

The effectiveness of entrepreneurial projects is entrepreneurial benefit. At the same time, profit in itself is not an end in itself for an entrepreneur. According to J. Schumpeter, an entrepreneur ultimately strives for freedom and self-realization.

Several decades have passed since the emergence of J. Schumpeter's entrepreneurial theory, but in our time it has only just begun to develop further. The concept of entrepreneurship as defined above has become ingrained in the economic environment. This idea was formally legalized by a number of legislative acts (in Russia, in particular, by the Civil Code).

In this regard, the author proposes to call the “real component” of the entrepreneurial process - the implementation of the entrepreneurial function - creative entrepreneurship. But today, innovative entrepreneurship is understood as entrepreneurial activity in the scientific and technical field. Thus, creative entrepreneurship is fundamentally different from ordinary entrepreneurial activity. They cannot be done just like that - “from the street”.

Research methodology

The following methods were used in the work: scientific abstraction, analysis and synthesis, induction and deduction, statistical methods.

Analysis and results

Creative entrepreneurship needs to be learned. Knowledge of only the basics of economics and law becomes completely insufficient. And even more: certain practical skills alone are not enough. A creative entrepreneur must master special methods that allow him to systematically approach the analysis of a problem situation, be able to predict the consequences of certain actions and propose entrepreneurial innovative solutions not chaotically, but based on an analysis of the

patterns of development of the problem situation. a specific specialty bears not only financial, but also moral, ethical and political responsibility for the “market demand” of the corresponding ideas.

Every state is interested in creative entrepreneurship. State support programs should not be aimed at entrepreneurship in general, but specifically at creative entrepreneurship. Of course, complete absolutization is possible in any case. And we need “business as usual.” No one can deny that the existence of many trade, catering, household and many other similar small business structures has no social significance. But creative entrepreneurial structures are even more important for the development of the state.

It should be noted that all of the listed companies can also be realized through creative entrepreneurship. Additionally, every business should engage in creative entrepreneurship on a regular basis. Otherwise, it will be supplanted by more successful competitors. Absolute absolutism cannot be achieved in anything. And we need “business as usual.”

No one can deny the fact that the presence of various trade establishments, public catering, consumer services and many similar small business structures is not socially significant. But creative entrepreneurial structures are even more important for the development of the state . It should be noted that all of the listed companies can also be realized through creative entrepreneurship. Additionally, every business should engage in creative entrepreneurship on a regular basis. Otherwise, it will be supplanted by more successful competitors. Absolute absolutism cannot be achieved in anything. And we need “business as usual.” No one can dispute the fact that the presence of a wide range of retail, hospitality, consumer services and many other similar small business structures is not socially significant.

Essentially, creative entrepreneurship is based on systematic innovation that allows specific entrepreneurial projects to be carried out regularly and leading to specific economic impacts. But how does innovation happen? How to choose from a variety of innovations those that can really become innovations that generate

entrepreneurial income, cover all the costs of the entrepreneurial process and increase profits? Unfortunately, there is no general theory of innovation yet, but there are various recommendations for increasing the entrepreneurial likelihood of success.

Therefore, Peter Drucker identifies seven sources of innovative ideas [4]:

- ✓ Unexpected event - unexpected success, unexpected failure, unexpected external event;

- ✓ A discrepancy is a discrepancy between reality as it actually is and our ideas about it;

- ✓ Innovations based on existing shortcomings and weak points of existing processes;

- ✓ Sudden changes in industry or market structure;

- ✓ demographic changes;

- ✓ changes in perceptions, moods and values;

- ✓ New knowledge (both scientific and non-scientific).

The first four sources are internal to the corporate structure, and the next three are external. Systematic tracking of all changes naturally increases the likelihood of finding an innovation that should become the basis of a successful entrepreneurial project. We can say that this is a systemic analysis of practical experience, but it cannot form the basis of the theory of innovation.

So, creative entrepreneurship means starting your own business or starting a business in a creative field. A creative entrepreneur differs from a typical entrepreneur in that he is involved in the creation or use of creative or intellectual capital.

Creative entrepreneurs invest in developing their own or others' talents. Table No. 1 presents a comparative analytical portrait of a creative entrepreneur.

The emergence of industries in the creative sector of the economy is increasingly recognized as important for socio-economic development, which is of increasing interest to the global community.

Table 1

Comparative portrait of a creative entrepreneur [5]

Investor	Businessman	Entrepreneur	Creative Entrepreneur
<p>The least creative role in business. An investor puts money into a company that is founded and run by others. Therefore, an investor can only count on a low return on investment.</p>	<p>more creative role. The task of an entrepreneur is to develop an existing business or start a new one, following clear and established rules. A real businessman is not the one who came up with a brilliant idea, but the one who managed to build a strong company on this idea and conquer the market.</p>	<p>The real Creator. He invents new products, opens new niches, knows how to make money where others cannot. Entrepreneurship cannot be learned in management schools, much less in business schools. This is the same talent as the talent of an artist or musician.</p>	<p>A person obsessed with his creative ideas. His uniqueness lies in the fact that he combines talent and money in his company. He creates products or opens niches that make investors and business people sleepless. It allows the capital to “dance to the music of talent.”</p>

Understanding and research into the economic value of creative industries has increased. The experience of developed countries shows significant growth in GDP and employment in the creative sectors of the economy, which also contributes to the revitalization and popularization of cities, the growth of urbanization and attracting investment.

In developed countries, creativity is also becoming an important source of economic value. Intellectual property is replacing resources such as land, labor and capital as the most valuable economic resource.

In terms of gross value added, the world leaders in the creative industries segment are the United States (\$988 billion) and China (\$921.6 billion). In terms of the share of creative industries in the country's GDP, Italy ranks first (6.1%),

followed by the UK (5.8%) and Australia (5.7%). The global average is 3%. In Russia, according to ASI, in 2018 this value was 4.37%. Uzbekistan ranked 100th among 139 countries in the annual Global Creativity Index 2015.[6]

I would like to draw attention to the thought of P. Drucker about the influence of entrepreneurship on economic life. He noted that “entrepreneurship is a kind of meta-economic phenomenon, something that deeply influences and shapes the economy while remaining outside of it... The phenomena that explain the effectiveness of entrepreneurship may not be inherently economic phenomena.” the concept of creative entrepreneurship and consideration of its essence fully confirms the idea of P. Drucker . Theories, explaining the emergence of innovations and their transformation into innovations, are not purely economic in nature. These are synergetic theories that are based on knowledge of the general patterns of development of the entire man-made world. They are the theoretical basis for a targeted search for innovative solutions.

To summarize the above, the following should be noted:

- In the last decade of the twentieth century, interest in entrepreneurial activity increased sharply in Western Europe and the United States. Increased interest in entrepreneurship continues today. The main factor of such attention is the recognition of the innovative type of economic development as the only possible one in the modern world.

- One of the first who began to consider entrepreneurship not as an ordinary economic activity carried out at one’s own peril and risk, but from a fundamentally different perspective, was J. Schumpeter . He presented the entrepreneurial process as a function implemented by a specific entity, which can be an organization of any form of ownership or an individual.

- A creative entrepreneur must possess special methods that allow them to systematically approach the analysis of a problem situation, predict the consequences of certain actions, and find entrepreneurial innovative solutions not by chance, but based on the analysis of development patterns in a specific area, they bear not only

financial, but also moral and ethical and political responsibility for the “market demand” for relevant ideas.

- Creative entrepreneurship is actually based on systematic innovation, which makes it possible to periodically implement certain entrepreneurial projects that lead to certain economic effects.

Based on the above, in our opinion, it is necessary [8]:

- develop a specific concept for the development of the creative economy in Uzbekistan, where a creative entrepreneur should become an important, central figure;

- creation and use of specific economic mechanisms to determine not only the status, image, but also parameters of the effectiveness of creative entrepreneurship;

- in the education system, in particular higher education, to use opportunities for training specialists in types of creative entrepreneurship;

- creation of theoretical and practical foundations for the transition not just to a creative economy, but to the formation of an institutional- innovative economy, which was a priority in terms of the level of technological development of the economy and determined the development of the economy for the future.

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