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**THEORY AND PRACTICE OF DEVELOPING REGIONAL NETWORKS
OF CREATIVE INDUSTRIES**

Specialty: 5.2.3. "Regional and sectoral economy (regional economy)"

ABSTRACT

Of the dissertation for the degree of Candidate of Economic Sciences

PhD supervisor:

Doctor of Economic Sciences, Professor

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Relevance of the research topic. The transformation of the modern economy is leading to an increasing role of human capital in product production and economic output. This trend is leading to an increase in the share of creative industries in the Russian Federation's GDP, highlighting the need to define a methodological framework for studying the development of this area of entrepreneurship.

The development of regional creative networks is important both in light of the objectives set at the federal level in the context of the Federal Law "On the Development of Creative Industries in the Russian Federation" and for individual regions. The currently prevailing sectoral approach does not allow for a description of the internal connections of creative industries and, accordingly, does not allow for a clear identification of areas of influence within development strategies.

Sectoral analysis and the calculation of a set of general economic indicators are limited in their ability to account for the nature of relationships between participants in the creative industries and the complexity of creative product development. Well-known metrics, including quantitative and structural analysis of organizations using OKVED codes, calculation of added value, and marginality, do not provide comparable results across all activities classified as creative industries.

The creative industries complex, operating within a constantly evolving structure of collaborations, creative projects, and short-term cooperation between organizations and individual participants, methodologically represents a network structure and can be most fully studied within the framework of existing network methodology. The development of network analysis methodology allows for the study of the functioning of creative industries as a set of entities whose activities are complementary.

In this regard, the scientific objective of this dissertation was formulated: to identify approaches to studying the functioning of creative industries from a

network methodology perspective, as well as to develop methodological support for the development of creative industries.

The degree of the scientific coverage of the topic. Research on the creative industries by domestic and international scholars shows that the industry approach has become the leading research paradigm in recent years. Most publications focus on identifying individual sectors or groups of industries associated with the production and distribution of creative products, as well as assessing their contribution to the economy through indicators such as gross value added, employment, worker education, and tax revenues. This approach allows for the structuring of creative industries by industry and the identification of their economic significance for regional and national economies.

However, the industry approach, despite its popularity and convenience for statistical analysis, limits the potential for comprehensive research into the creative industries, as it fails to consider inter-industry connections, integration processes, and network interactions between various participants in the creative complex. Meanwhile, the established foundation for research into the creative industries provides a foundation for conducting research within a network methodology.

The specific features of the functioning of creative entrepreneurship and the economy of creative industries are considered in their works by Abankina T.V., Antonova L.Yu., Bokova A.V., Borovinskaya D.N., Bugatti S.P., Vasechko D.Yu., Gasanov M.A., Davankov A.Yu., Jones K., Krivogin P.V., Kuznetsova N.V., Cook M.L., Lavrinenko A. S., Lazzarini S. G., Nedosvitiy N. V., Novoselskaya V. V., Oborin M. S., Popov N. I., Rodolfo B., Rowley T. J., Svetunkov M. G., Sopina N. V., Startsev Yu. N., Thelwall S., Tretyak O. A., Throsby D., Tyutyushev A. P., Haddad F. R., Hesterly W. S., Sheresheva M. Yu., Yatsky S. A., and others.

Approaches to assessing the role of creative industries in the regional and national economies were presented in the works of Burdett R., Galachieva S. V., Gambeeva Yu. N., Zotova L. R., Klos J., Kurakov V. L., Kuyancev I. A.,

Lavrikova Yu. G., Porter M., Romanova O. A., Sassen S., Sennett R., Smey V. M., Stetsenko Yu. S., Fender D. S., Khusnutdinov R. N., Yakushina O. I., and a number of other scholars.

The fundamentals of network methodology in studying the activities of economic agents, including the interaction of creative entrepreneurship within creative clusters, and the transformation of the management system in the context of scaling the business model were proposed in the works of Abramov E. A., Antoncic B., Bolivar-Ramos M. T., Buzykina T. A., Busalova A. D., Vlasov M. V., Garcia-Morales V. H., Kearney S., Kleiner G. B., Ksenofontova O. L., Markov L. S., Martin-Rojas R., Möller K., Popov E. V., Saprykina A. N., Swan S., Simakhina M. O., Fieraru V. A., Hisrich R. D., Khomenko E. B., Yagolnitser M. A., Yasheva G. A. et al.

Methodological provisions, including from the standpoint of using the ecosystem approach in development of network structures, were considered in their works by Borgatti S.P., Brass D.J., Brown R., Brush K.G., Wolfer R., Valitova L.A., Gamidullaeva L.A., Green P.G., Grishin K.E., Kleiner G.B., Malikov R.I., Mason K., Moore J.F., Newman M.E.J., Oborin M.S., Sobolev S.A., Strakhov E.P., Strimaitis J., Tambovtsev V.L., Williamson O.E., Faber N.S., Khalgin D.S., Houstoun M., Sharipov F.F., Sheresheva M.Yu. and other scientists.

Despite the existence of a well-established theoretical and methodological framework for studying the functioning of objects within the network methodology, questions related to the methodological support for the development of creative entrepreneurship as a creative network operating within the national economy remain unresolved. Therefore, **the object of this dissertation's research** is a complex of organizations related to the creative industries, operating within a network format.

The subject of this research is the organizational and economic relations arising during the development of creative industries in the regions of the Russian Federation.

The aim of the study is to develop a theory and mechanisms for improving the efficiency of creative industries using a network methodology.

To achieve this goal, the author needed to address the following **objectives**:

- substantiate the feasibility of using a network approach to studying creative industries and managing their development;
- develop and test in practice a methodology for studying the regional structure of creative industries;
- substantiate recommendations for the development of a regional and interregional creative network;
- identify the nature of the influence of creative industries on the development of the national economy and its regions.

Field of the research. This research corresponds to the Higher Attestation Commission (HAC) passport for specialty 5.2.3 "Regional and Sectoral Economics," in particular the following areas:

Section 1.3. "Regional Economic Development and Its Factors. Problems of Balancing Regional Development. Balancing Regional Socioeconomic Complexes";

Section 1.8. "Structure of the Regional Economy by Industry and Ownership Type. Economic Specialization of Regions";

Section 1.10. "Regional and Local Markets. The Problem of Ensuring the Unity of Economic Space."

Research methodology and methods. The methodological basis of the study was formed by the works of Russian and international scholars on the functioning of creative industries, the network economy, and the development of regional economies. The study utilized statistical data processing methods, comparative, correlation, cluster, and network analysis, as well as general scientific methods of comparison, generalization, and specification.

The theoretical and empirical foundations of the study include: scientific literature on the research topic, including published results of Russian and international scientific research; regulatory documents and legislative acts of the Russian Federation governing the activities of creative industries; the empirical basis of the study is represented by scientific papers, official statistics of the Russian Federation, data from company performance analysis systems, and municipal and departmental reporting data.

The scientific novelty of this study lies in the development of a categorical and conceptual framework that reveals the essence of the creative industry and creative networks, as well as a methodology for studying their network structure, mechanisms for improving their efficiency, and methods for assessing their impact on regional economies.

1. Traditional understandings of the essence of the creative industry and creative networks have been substantially expanded. The concept of the creative industry has been clarified, taking into account specific characteristics such as the creative nature of product development, its predominantly intangible form, and its positive impact on added value creation. The concept of a creative network has been introduced into scientific circulation as a complex of interconnected organizations operating in the field of creative product development and distribution. Understanding the creative industry complex as a creative network facilitates an optimal solution to the problem of determining the composition and structure of a creative network, a representative assessment of the influence of external factors, and the effectiveness of their functioning.
2. A methodology for studying the network structure of creative industries, taking into account the regional characteristics of their development and operation, has been developed and tested. An uneven distribution of organizations developing and distributing creative products across the Russian Federation has been identified. It has been demonstrated that the largest number of

organizations producing creative products are concentrated in the traditional centers of cultural development – the Central and Northwestern Federal Districts – where the creative network has a predominantly vertical structure corresponding to a fully-fledged value chain. A close correlation has been identified between the performance of organizations producing creative products and the presence of companies promoting and distributing them in a regional location. Furthermore, organizations promoting creative products are distributed more evenly across the country, and their number significantly exceeds that of organizations specializing in their creation.

3. Recommendations for the development of regional and interregional creative networks are substantiated, including: A) the formation of nodes (economic entities) of the creative network and integration links between them within the boundaries of resource sharing to create value chains in collaboration with regional economic entities, ensuring multiplier effects, including interregional ones; B) adapting tools to stimulate the development of creative networks to complement traditional forms of support for regional entrepreneurship that do not take network specifics into account; C) applying an ecosystem approach to ensure effective interaction between network participants and external services based on the high-quality implementation of relevant infrastructure functions and consideration of social and integration effects that increase the overall value generated within the creative network.
4. It has been proven that traditional metrics for determining the role of creative industries through measuring generated added value do not fully account for their real contribution to the development of the national economy of the Russian Federation. Significant non-financial results of creative industries include social effects for the population, satisfaction of aesthetic needs, shaping urban spaces, and stimulating creativity.

The theoretical and practical significance of the study lies in the justification of the use of network methodology in studying the creative industries complex, which makes it possible to consistently address the problems of

determining the composition and structure of the creative network, identifying the nature of the connections between creative network participants, and identifying opportunities for coordination. The development of methodological tools, the use of which allows for the formation of effective programs for the development of creative networks in regional locations.

Degree of reliability and approbation of the research results are ensured by the extensive body of factual data summarized in the work, the positive evaluation of the research findings at various scientific and practical conferences, and their implementation in the activities of regional government bodies.

The research findings, as well as the practical recommendations contained in the dissertation, were used by the Autonomous Non-Commercial Organization "Creative Economy" (an institute for the development of creative industries in the Russian Federation), the Autonomous Non-Commercial Organization "Tyumen Agency for the Development of Creative Industries" (an institute for the development of creative industries in the Tyumen Region), the Government of the Khanty-Mansi Autonomous Okrug - Yugra, and the Administration of the Yakutsk Urban District.

The implementation of the dissertation findings is documented by relevant certificates.

The main provisions, results, and conclusions formulated during the dissertation research were presented and discussed at international scientific and practical conferences, such as:

- III International Scientific and Practical Conference "Theory and Practice of Management in Modern Conditions", St. Petersburg, 2024;
- III International Scientific and Practical Conference "Sustainable Development of Society: New Scientific Approaches and Research", Moscow, 2024;

- XXVII International Scientific and Practical Conference "Challenges of Modern Times and Strategies for the Development of Society in the New Reality", Moscow, 2024;

- XIV International Scientific and Practical Conference "Institutions and Mechanisms of Innovative Development: Global Experience and Russian Practice", Kursk, 2024;

- VIII International Scientific and Practical Conference "Innovative Development of Modern Science: New Approaches and Current Research", Moscow, 2024;

- International Scientific and Practical Conference "Current Issues of Society, Economics, and Law in the Context of Global Challenges, Moscow, 2025.

Publications. The author had published ten scientific papers with results on the topic of the dissertation research in peer-reviewed journals approved by the Higher Attestation Commission (HAC), and seven in other publications during the period of scientific research activity:

1. **Makieva, I. V.** Factors of Creative Network Development in Regional Localization / **I. V. Makieva** // Economy and Management. 2025. Vol. 31, No. 4. P. 450-466. (**the author's contribution - 1.2 p.s.**)

2. **Makieva, I. V.** Ecosystem Approach to the Development of Creative Industries in Regional Localization / **I. V. Makieva**, O. P. Sanzhina // Bulletin of the St. Petersburg State University of Economics. 2024. No. 6-1. P. 61-67. (In Russian) (**the author's contribution - 0.25 p.s.**)

3. **Makieva, I. V.** Approaches to the Study of the Functioning of the Creative Industries Complex in the Economy / **I. V. Makieva** // Economy. Sociology. Law. 2024. No. 2 (34). P. 9-16. (In Russian) (**the author's contribution – 0.7 p.s.**)

4. Schislyaeva, E. R. Features of the functioning of the network of creative industries organizations / E. R. Schislyaeva, **I. V. Makieva** // Bulletin of the St.

Petersburg State University of Economics. 2024. No. 1 (145). P. 77-82. (In Russian) **(the author's contribution – 0.21 p.s.)**

5. Novikov, S. V. Involving citizens in projects aimed at solving municipal problems / S. V. Novikov, **I. V. Makieva** // Municipal Academy. 2024. No. 2. P. 414-421. (In Russian) **(the author's contribution – 0.25 p.s.)**

6. Novikov, S. V. On the study of performance factors of creative industries / S. V. Novikov, **I. V. Makieva** // Economy and Management. 2024. Vol. 30, No. 2. P. 202-207. (In Russian) **(the author's contribution – 0.21 p.s.)**

7. Novikov, S. V. The role of creative industries in the development of the urban environment / S. V. Novikov, **I. V. Makieva** // Issues of regional economics. 2024. No. 2(59). P. 141-147. (In Russian) **(the author's contribution – 0.16 p.s.)**

8. Novikov, S. V. Development of the regional creative network within the framework of the ecosystem approach / S. V. Novikov, **I. V. Makieva** // The world of the new economy. 2024. Vol. 18, No. 3. P. 148-158. (In Russian) **(the author's contribution – 0.42 p.s.)**

9. **Makieva, I. V.** Assessment of the Development of Nodes and the Tightness of Connections of the Creative Network in Regional Localization / I. V. Makieva // Society: Politics, Economics, Law. 2024. No. 9 (134). P. 115-121. (In Russian) **(the author's contribution – 0.27 p.s.)**

10. **Makieva, I. V.** Modernization of the Economy of Single-Industry Towns / **I. V. Makieva**, I. V. Krivogov // Bulletin of the Financial University. 2011. No. 5 (65). P. 5-14. (In Russian) **(the author's contribution – 0.27 p.s.)**

The main provisions of the dissertation are reflected in 17 publications, including 10 works in journals recommended by the Higher Attestation Commission of the Russian Federation. The total volume of publications is 7.26 p.s., including 5.68 p.s. of author's contributions.

The structure and scope of the research are determined by the purpose and objectives of the study. The dissertation consists of an introduction, three

chapters, a conclusion, a list of references and bibliography, and 12 appendices. The thesis consists of 208 pages, 34 figures, 27 tables, and 151 references.

A handwritten signature in blue ink, appearing to be 'Prof.' followed by a stylized name.