

# Premises and Environmental Background for the Transition to the Creative Development of Economics

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## ABSTRACT

**Objective:** The research of the main prerequisites and conditions for the transition of countries to the phase of creative development, taking into account the ecological component. **Methods:** economic and statistical analysis, structural and monographic analysis as well as the method of expert evaluation. **Conclusions:** There is a clear relationship between the socio-demographic parameters of the population and the level of realization of creative potential. There was studied the influence of the country's level of urbanization in the development of creative economy. Considered and found a link between religion and economic well-being of society including the level of development of the creative economy. It is proved that free and flexible working hours to some extent affect the effectiveness of the implementation of creative potential of the company's employees. **Application / improvements:** The results of research can be used by governments, BRICS Summits and Councils of the Heads of States of SCO as recommendations on the formation of the transition to the creative development stage.

**Keywords:** «green economy», creative city, creative potential, creative sector

**Journal of Economic Literature (JEL) Classification:** F29, Q32

## 1. INTRODUCTION

In the conditions of transformation of the world economic system, one of the most promising trends in the post-industrial development of society is the creative economy. This is taking into account the technogenic strain on nature.

Countries claiming to world creative superiority such as the US and the UK are actively investing funds in the development of creative industries; establish creative clusters and incubators; carried out an active search for creative ideas and specialists able to implement these ideas. A number of questions were put on the agenda:

1. Is it acceptable to consider the signs of the creativity of the economy without taking into account the environmental factor?

2. Should the world leaders, such as the US and China, shift their accents from a rigid economic dominant to the contours of the "green economy" at the present stage?

In the scientific literature, theoretical perspectives of post-industrial development and evolutionary approaches to studying the fundamental causes of unstable periods of the social system are considered as the development of horizontal-vertical partnerships between economic agents and inter-country and interregional integration (Ushakov, D., Elokhova, I., Kozonogova, E., 2017).

However, the process of formation of the creative economy in practice is complex and unpredictable requiring certain conditions. The numerous governments establishing a creative industry found insufficiency of the financial and institutional support only there is also important to take into account national and religious peculiarities, socio-cultural values of the population, etc.

## 2. MAIN POINTS

In order to clarify the conditions of constituting elements and premises of the transition to the stage of creative economy development we suggest considering the following hypothesis put forward by us.

***Hypothesis №1.*** *The dependence of socio-demographic parameters of the population in particular the age of the labor resources to the level of realization of creative potential.*

There are many points of view on the development of creativity in ontogeny. The results of researches devoted to the analysis of biographies of scientists, engineers, composers, writers and artists indicate that the peak of human creative activity accounts for 30 - 45 years. Over the years, creativity and vitality are drying up and it requires external and internal efforts for their restoration and preservation. R. Vudvor noted that the most favorable for creative discoveries is the age from 20 to 40 years but people of middle and old age made a small number of the opening. According to him the earliest peak of creative activity observed in mathematics (25-30 years), physicists (25-35 years) followed by the representatives of the other natural sciences (35-40 years). M. V. Faure studied the change of creativity of men in age from 18 to 60 years. He divided them into three groups: 18-25 years, 26-46 years and 47-60 years. Analysis of the dynamics showed that the assessment of creativity descends down from one age group to another group. It includes indicators such creativity as fluency, originality and flexibility. The author explains it by the fact that with increasing the life experience people less gets into situations those which make them look for new solutions and creativity becomes not so much-needed (Ilyin, 2009).

Currently, the Western countries are going through a long decline in fertility thus the structure of the population is increasing the number of economically inactive older persons and the number of working-age population of 20-55 years in relation to the total number of population is decreasing. Partly the above mentioned trend is solved by migrants from developing countries tell you the truth they often belong to another ethnic group.

In this regard, a number of countries, including Russia and Kazakhstan have certain advantages in personnel potential due to the relatively high proportion of middle-aged and young people in the labor force countries (Patlasov, O. J., Zharov, E. K., 2016) (Table 1).

Table 1: Age structure of human resources, in 2014, %

Country	Age						
	Total	15-24	25-34	35-44	45-54	55-64	65+
USA	100	13,5	22,1	20,7	21,6	16,5	5,6
UK	100	13,7	22,7	21,7	23,7	14,5	3,7
Germany	100	12,0	14,5	14,4	18,9	15,8	24,4
Japan	100	8	17,9	23,4	21,7	17,7	11,3
Russia	100	9,2	28	24,4	24,7	12,3	1,2
Kazakhstan	100	12,8	32,1	22,8	22,7	9,1	0,5
Botswana	100	19,7	32,8	22,4	12,9	8,1	4,1

The source: International labour organization, 2015, Statistics and databases. Available from: <http://www.ilo.org/global/statistics-and-databases/lang--en/index.htm>

The high proportion of young people in the labor force structure can be seen in the African countries. As the world's poorest continent Africa has the highest average annual population growth in the world over the past 40 years; the proportion of the elderly population in African countries does not exceed 5-6%.

The high proportion of young people in Africa characterized by high mobility, adaptability, creativity determines the vector development of the region experiencing a digital revolution. Up to date the region already has 200 innovation hubs, 3,500 new technological enterprises (African digital revolution: technology, trends, people, 2016. Available from: <https://reed.media/africa-future/>).

At the same time, there are serious problems and challenges associated with low levels of education in the growing young labor force in the region (about 50% of young people are illiterate), mass migration to Europe, mainly young people as well as high political tensions in some countries where as the main protest force acts young generation.

The socio-demographic composition of the companies' personnel also influences the susceptibility to the development of innovation and creativity. According to the HR-specialists a wide margin for recruitment and human resource management theory opens "XYZ" created by US researchers Neil Howe and William Strauss in 1991. Age theory includes three main components (generation of "X", "Y" and "Z") and one additional (baby boomers). The "baby boomer" category includes people born in the period from 1943 to 1963. As a rule they are interested in self-development, collective work. Generation "X" - these are people who were born from 1963 to 1983. Their distinctive features are features such as the ability to count only on themselves, an alternative way of thinking, awareness of what is happening in the world, the willingness to choose and to change. Generation "Y" - these are people who were born from 1983 to 2003 they are characterized by the highest technical competence, willingness to work overtime and thirst for knowledge. By the generation of "Z" are known people who were born after 2003 they are still too early to assess in terms of professionalism, taking into account their age (Psychology. The theory of generations XYZ, 2014. Available from: <http://psixologiya.org/socialnaya/menedzhmenta/2155-teoriya-pokolenij.html>).

According to the theory of age the HR-specialists must necessarily take into account the interests and characteristics of generations of "baby boomers", "X", "Y" and "Z". If any company needs people from generation "Y" then "X" or "baby boomers" will never replace it. The ideal is a situation in which a person is "X" directs man "Y" while paying attention to his point of view and learning something new. At the same time a catalyst for new ideas and creative potential have the greatest generation of "Y" if the company does not introduce new technology, there is no activity on optimization and automation of business processes, it can scare away prospective employees of generation "Y". Among other things, the generation "Y" prefers those organizations in which the least amount of restrictions and limitations are. It is important for them a relaxed atmosphere, free style in communicating with colleagues, the opportunity to dress up in the usual manner, etc.

Thus in the current conditions of the labor market the young population structure is a positive factor for the development of creativity and in perspective gives some competitive advantage to other countries. However to ensure a balance and a positive atmosphere in the team it is important to observe the principle of continuity in the personnel structure of the organization. For example, a high proportion of young managers in the field of science in which there are no old fundamental knowledge cannot lead to the desired end result since by virtue of their age characteristics, they are better suited to address issues such as investment of projects, lobbying for the interests of scientific organizations government agencies, advertising support projects, etc. In this case the maximum effect is achieved if the old schools of owning technologies gain knowledge and know how to create innovative new products will complement the young managers of science able to commercialize research results. Today there are gaps in educational institutions of higher education, research institutions and in any other industry in this regard.

***Hypothesis №2.*** *Effect of a country's level of urbanization in the development of the creative economy.*

An important direction of development of the creative economy is its territorial binding. Creative activity traditionally concentrated in the cities as mainly there are created favorable space for the attraction of creative talent in the cities.

In the studies of the American scientist R. Florida identifies the following priorities for the creative class in the choice of place of residence:

- The presence of tight labor market that gives them mobility in changing jobs in the city without change of a place of residence;
- A way of life that the creative professionals want to maintain associated with the bright and saturated leisure facilities; both cultural and sporting.
- The presence in the city of the representatives of different cultural, political, religious views, all ethics and nationalities. Such an atmosphere of creative class is seen as an indicator of the openness to new ideas and opportunities (Florida, R., 2005).

Despite the fact that the bulk of the world's population lives in urban areas there is in certain geographical areas maintained low level of urbanization. Thus, in many countries in Africa, Central and South Asia is dominated by the rural population in connection with the development of agrarian structure of the economy (Table 2).

Table 2: The structure of the placement of labor resources, in 2014, %

Country	Labor resources		
	Total	City	Rural zone
USA	100	84,1	15,9
UK	100	87,4	12,6
Japan	100	92,5	7,5
Australia	100	65,5	34,5
China	100	56	44
India	100	27	73
Ethiopia	100	19	81
Russia	100	76,3	23,7
Kazakhstan	100	54,6	45,4

The source: International labour organization, 2015, Statistics and databases. Available from: <http://www.ilo.org/global/statistics-and-databases/lang--en/index.htm>

Creative activity most successfully implemented in the urban environment since there are universities, research centers, well developed transport and information infrastructure in the cities. Metropolises with a population of over a million people play an important role in the creation of national wealth, social development, attracting investment in their countries (Cooke, P., Lazeretti, L., 2008).

It should be noted that the ecological situation in megalopolises is generally unfavorable.

Victor R. Savage critically assesses the concept of sustainable development, based on four themes: population growth and distribution, a capitalist system, ecological systems and the nature of development. He believes that the long-term solutions to limit environmental degradation in cities underlie in changing consumer habits, lifestyle goals and value systems. They require an environmental prescription in political views, economic activity and educational systems (Savage, V.R., 2006).

Apart from the traditional centers of the creative economy, such as New York, London, Paris in the last decade the rapid development demonstrates Chinese and Indian metropolises. The pace of development of the Indian economy is determined by big cities including Delhi with a population of 11 million people, Mumbai - 21 million people and Bangalore - more than 8 million people. The leading branch of the creative economy in India is considered to be a Bollywood film industry set in Mumbai. The Bollywood Industry is one of the largest film industries in the world that produces more than 300 films a year where box office receipts account for more than \$ 1 billion annually. In the south, there are two other major film industries: Tollywood and Kollywood regularly competing with Bollywood in the number of pictures that were released during a year.

Scientific and industrial center in India is Bangalore producing electronics products, aerospace, telecommunications equipment, etc. Bangalore is called the "Indian Silicon Valley" for a large number of companies connected with information technologies. Here are the scientific centers of Sun Microsystems, Intel, Cisco, Google and Microsoft's research center. For knowledge-intensive and technology related industries belongs pharmaceuticals (Mudambi, R., Lorenzen, M., 2012).

At present, China climbs the ladder of creative development expanding the staff of scientists, developing universities and attracting the best experts in the field of high technology. The largest centers of creative industry are Shanghai (24 million people) and Hong Kong (7 million people). There

are opened creative clusters during the last decade with the support of the state and the municipality in Shanghai. Today, there are 80 such clusters located more than 6 thousand companies from 30 countries in Shanghai. The main directions of these companies: advertising, branding, industrial design, fashion design, game development, web design and software development, online media production studios, etc. (Fialan - a blog about business with China. Shanghai - the most creative city in China, 2015. Available from: <http://fialan.info/shanhay-samyiy-kreativnyiy-gorod-kitaya/>). Hong Kong is best known in terms of art and culture through its own film industry which is considered the third largest after Hollywood and Bollywood. Hong Kong creative clusters include exhibition galleries, studios, offices and shops, space for advertising, design, art and culture, creating video, music and digital entertainment, education and training centers.

Owing to extensive investments in new universities, the emergence of world-class research and almost inexhaustible human resources Shanghai, Hong Kong, Mumbai and Bangalore have become world centers of innovation and creativity.

**Hypothesis №3.** *The influence of religion on the development of the creative economy*

At different stages of history, in different countries and regions of the position and the influence of religion on society and economic development differ considerably.

Max Veber in his work “The Protestant Ethic and the Spirit of Capitalism” published in 1905 has revealed a link between religion and economic development. He found that in Germany, which is inhabited by both Catholics and Protestants, the best economic success is achieved by Protestants as they accounted for the bulk of entrepreneurs and highly skilled technicians. In addition, it is the fastest growing Protestant countries such as the USA, Britain and the Netherlands (Veber, M., The Protestant Ethic and the Spirit of Capitalism. Available from: [https://chisineu.files.wordpress.com/2012/09/biblioteca\\_protetanskaya\\_etiketa\\_weber.pdf](https://chisineu.files.wordpress.com/2012/09/biblioteca_protetanskaya_etiketa_weber.pdf)).

Up to date there are a lot of accumulated sufficient statistical and research data to assert that the causes of underdevelopment and prosperity of the country is largely determined by cultural differences in society and religious beliefs of the population.

American scholar Lawrence Harrison in 2010 conducted a research where he studied in detail the influence of the religion professed by the majority of the population for its modernization. He analyzed 117 countries with more than 1 million people professing one of the world's religions (see Table 3).

*Table 3: Analysis of the performance of countries in accordance with the religion professed*

Religion	Population, mln.people	Literacy, %	Per capita GDP, US dollars	Corruption
Protestantism	530	99	29784	14,9
Judaism	6	96	19320	16
Catholicism	904	86	9358	45,6
Orthodoxy	262	99	7045	75,4
Confucianism	1491	86	6691	52,5
Buddhism	146	86	4813	61
Islam	1122	65	3142	78,6
Hinduism	1041	57	2390	71

The source: Harrison, L., 2010, Cultural code and progress. Available from: <https://iq.hse.ru/news/177673948.html>.

According to the results of research it can be concluded that religion has an impact on the economic development of society.

For example, an important feature of Hinduism in terms of the impact of religion on economic development is a profound respect for knowledge. The high proportion of young working population in relation to religious beliefs advocating the pursuit of knowledge point to the great potential of economic development of India.

Islam is interested in creating a strong and developed economy. However, the Islamic concept of the economy does not support economic development if this process is contrary to social justice, weakens the country politically and economically and even causes a threat to its independence. Therefore, the economic development in Islam does not belong to the category of the main objectives and the state may refuse to economic growth in the event of conflict with the public interest.

According to the ideology of the Protestants the duty of a man in society is to work with zeal. This vision was accompanied by a strict prohibition on the purchase of luxury items. The basic principles of Protestantism are: thrift, punctuality, rationality, initiative and drive to succeed. These factors have led to a continuous re-investment, making money and the accumulation of capital. In this connection we can assume that religion has played a key role in the socio-economic well-being of the countries of Western and Northern Europe (they are mostly Protestant).

Orthodoxy as the most conservative and orthodox branch of Christianity did not go on the path of modernization and rationalization as Protestantism. If Protestantism condemned the desire to be poor then the Orthodox tradition material poverty contrasted with spiritual riches. For the Orthodox work in the first place should be spiritual and not associated with benefits thirst or pride (Nespravne, N., 2012).

The study confirmed the correlation between the economic development of countries, depending on the religion professed by the majority of the population and whether the state is separated from religion.

Protestants achieve much better results in the economy than the Catholics, Orthodox and Muslims.

It is obvious that the influence of religion on economic processes of the transformation of the market with regard to the emergence of new economic development models. These modern economic systems include the creative economy the main factor of production of which is a creative and intellectual potential of people. At the same time, creativity is an important condition for the spiritual development of a man and his religious beliefs. Many religions encourage and direct the search for creative people to the human mind is constantly developed and improved. For example, the Islamic world has always provided full autonomy to the Muslims in the area of intelligent, inventive and crafts and the sacred book of Muslims Koran contains informative and creative potential.

In determining the relationship between the level of development of the creative economy and religion of the population of the leading countries of the world according to the global ranking of creativity has been identified as follows (see Table 4).

In most countries in the top 30 rankings of the main and leading religion is Protestantism, followed with a lag is Catholicism, Buddhism, Hinduism and Islam.

Therefore, identifying the relationship of religion to the strong economic performance indicators is connected with the development of the creative potential of the person and the creation of premises for the development of the creative economy in modern conditions. Creative economy is better

developed in Protestant countries - the US, Germany, England, Scandinavia, the inhabitants of which are distinguished by their hard work, thrift and ability to generate new creative ideas.

Table 4: Relationship of the country level creativity and religion of the population

Ranking	Country	Creative class, %	Leading religions
1	Australia	44,98	Catholicism
2	USA	32,61	Protestantism
3	New Zealand	40,11	Protestantism
4	Canada	43,86	Protestantism
5	Denmark	42,84	Protestantism
6	Finland	42,25	Protestantism
7	Sweden	44,92	Protestantism
8	Iceland	45,43	Protestantism
9	Singapore	47,30	Buddhism, Christianity, Islam
10	Netherlands	44,25	Christianity (Catholics, Protestants)
11	Norway	43,32	Christianity (Protestants)
12	United Kingdom	43,60	Christianity (Protestants, Catholics)
13	Ireland	37,64	Christianity (Catholics)
14	Germany	40,52	Christianity (Protestants, Catholics)
15	Switzerland	46,53	Christianity (Protestants, Catholics)
21	Hong Kong	37,18	Buddhism
24	Japan	18,65	Shintoism
30	Israel	36,83	Judaism
57	Iran	15,99	Islam
62	China	-	Buddhism
99	India	-	Hinduism
38	Russia	39,41	Orthodox
84	Kazakhstan	30,80	Islam

The source: Florida, R., Mellander, C., King, K., 2015, The Global Creativity Index. Available from: <http://martinprosperity.org/media/Global-Creativity-Index-2015.pdf>.

**Hypothesis №4.** *Impact of working time on the effectiveness of the implementation of creative potential of the company's employees.*

An important condition for the development of creative personnel in modern companies is the working schedule set individually for each employee and not depending on the time constraints neither the volume of work and the challenges posed in front of him. Free and flexible schedule makes it possible to work on the result and a necessary condition for the development of creativity in the organization.

According to the results of "Research of flexible working hours – 2015" (The 2015 Workplace Flexibility Study) annually conducted in the United States 75% of workers have chosen a flexible work schedule as the most desired operating condition. Therefore 69% of companies that practice flexible working hours use it as a tool to attracting creative talents. For example, according to the results of the study 87% of employers have noticed that staff satisfaction has increased, 71% of companies indicated productivity growth, 65% of them were able to retain their talented and creative employees (Workplacetrends. The 2015 Workplace Flexibility Study, 2015. Available from: <https://workplacetrends.com/the-2015-workplace-flexibility-study/>.). Research has shown that



employees do not focus on punctuality, regular spying on hours or to the lunch rush to the office it is easier to disperse and see the unexpected and unusual solutions.

Taking into account the nature of the creative process and the individual characteristics of creative professionals there can be pointed out the following technologies of flexible working hours:

1) Independent planning the own workday by an employee. It eliminates the mandatory appearance in the workplace in strictly reserved hours. To coordinate actions at certain hours the employee meets with management.

2) Time-banking - the regulation by the employer a certain number of hours that the employee is obliged to work for a week or a month. In this case the employee shall be entitled to select the days in which the employee will work more or less.

3) Ability to work at home. This mode assumes the appearance of the office for the payment of their labor or to discuss professional issues with the management concerning his activities (Karlova, O. A., Nozdrenko, E. A., Panteleeva, I. A., 2012).

Each of the following flexible working time technology provides an opportunity to share and manage your own time and to develop creative abilities.

There are companies in Western Europe and the United States where flexible working regime has been used for over 30 years. For example, the practice of flexible working regime have long been practiced by the companies included in the list of top 30 global brands such as HP, Microsoft, General Electric and others. For example, IBM Canada Company allowed its 2300 employees to work exclusively at home as a result of the productivity of creative labor has increased by 50 % and more than 35 million dollars have been saved on office lease for 25 years. The company "Nortel Network" after transition to flexible working regime increased its productivity by 24%, customer satisfaction - 10%. According to many studies, today about 70% of US companies work on a flexible schedule and these or other alternative program of work applies a 48% of the companies (Bereza, N., 2011). It is obvious that such indicators are directly related to an increase in the level of creativity in companies including through the increase of quality of work provided by the introduction of flexible working hours. Flexible working regime program is able to improve the psychological climate in the team thus creating a comfortable environment and significantly increasing the motivation of employees in the creative activity. The introduction of flexible working regime system in a creative corporate culture is designed to attract and build an effective team of highly competent professionals and highly skilled personnel.

Along with an effective tool for motivating employees to the creative work the introduction of flexible working regime is conditioned due to the psychological characteristics of each person. This is due to the fact that people have different biological clocks and divided into categories such contingencies as "owls" and "larks".

For the people - "early bird" the peak of intellectual activity and performance accounts for the first half of the day it is from 8.00 to 13.00 and then there comes the decline. Therefore, for the creative workers of this category opportunity before coming to work it allows you to use the most productive for them the time of day (the end of the day their performance drops significantly). Most of the "owls" have three intellectual activity peaks: daily (from 13:00 to 14:00) and evening (18:00 to 20:00) and night (23:00 to 01:00). The most complete is the evening period. In companies where "owl" start to work in the afternoon and detained until midnight effectively use the most workable time for this

category (Informational agency "Portamur". "Larks" or "Owls", 2012. Available from: <http://portamur.ru/jobreviews/203620/>).

Thus, the choice of working time of staff taking into account the individual characteristics of biological rhythms ("owls" and "larks") will also be used as productively as possible periods of highest mental capacity and creativity.

### 3. CONCLUSION

International experience shows that developed countries are increasingly aware of the value of the creative sector for the future economic development thereby increasing their creative potential in this area. Creative economy has become one of the leading drivers of development gradually displacing the traditional industries and agriculture.

Among the new trends in the agro-industrial complex is an appeal to eco-farming and the consumption of environmentally friendly, natural foods, including non genetically modified ingredients.

The strategic development plans developed countries aimed at creating favorable conditions for the development of the creative potential of the people support the creative industries and the protection of intellectual property rights.

Thus, in these circumstances, developing countries need to accelerate the transformation of the existing economic system and create the necessary premises and conditions for the transition to a phase of creative development.

First of all, it is an improvement in the socio-demographic parameters of the population. In modern conditions of labor market development, the young population structure is a positive factor for the development of creativity. For this, it is necessary to create a system of material incentives for creative activity of internal content and to provide conditions for the development and realization of the creative abilities of young people.

Secondly, because of the development of innovative and creative economy the competition of cities for the human resource increases and not so much a country, but a global one. Thus, to retain and develop human resources, cities need to create comfortable living conditions for the creative class, this is an expansion of cultural and sports opportunities, improvement of transport infrastructure and environmental conditions, and the creation of proper environment.

In many cities on the places of closed harmful and outdated industries, factories, docks appear creative territories, art-quarters, designer retail streets, centers of modern art and design factories. For example, in Moscow, on the old industrial territory, a design-factory "Flacon" was created, which includes numerous showrooms, workshops, restaurants, art café as well as a venue for concerts, performances and various events.

Thirdly, the qualitative factors influencing the creativity of the personality first of all include chronometric outbursts and declines in the creative activity of a person as well as a flexible work schedule that is set individually for each employee. Creative activity should be focused on the result and not the regulation of the labor process itself.

Fourth, the formation of the socio-cultural potential of the population, the strengthening of its spiritual and moral health and the preservation of religious values play an important role in the process of the formation of creative industries. Real creativity is possible only when there is a national cultural

foundation that is based on spiritual and moral values. Therefore, in the society it is necessary to develop socially approved worldview, religious and moral beliefs and actions, feelings of patriotism and internationalism, tolerance among broad sections of the population.

In general, the concept of "green economy" does not contradict the principles of creativity.

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