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CREATIVE PERSONALITY AND ITS DIGNIFICULAR ROLE IN THE FORMATION OF A KNOWN ECONOMY IN THE CONDITIONS OF THE CHALLENGES OF GLOBALIZATION OF INFORMATIONAL SOCIETY

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Abstract. The urgency of the research is that the conditions for the formation of a creative personality, which are the result of the formation of a creative and knowledge economy, in which the given type of personality is in demand, is presented. **Problem statement** – the phenomenon of a creative personality as a phenomenon and a basis for formation of a creative and knowledge economy in the conditions of globalization challenges and trends 4.0. It is the information society and social entrepreneurship that are the main factors in the formation and development of a creative and knowledge economy, which requires the formation of a creative personality.

Analysis of recent research and publications – we rely on the authors who investigated the "know-how-intelektual" society, which is based on a well-known intellectual-property and personality. These are the works of B.Andrushenko, T.Andrushenko, V.Vashkevich, V.Voronkova, O.Kyvlyuk, V.Melnyk, V.Nikitenko, R.Olexenko, O.Sosnina, S.Sharova. **Identification of unexplored parts of the general problem** – conceptualization of the concept of a creative personality in the face of globalization challenges 4.0. The research is based on theoretical and practical aspects of the formation of the concept of creative personality as a factor in the formation of a creative and knowledge economy.

Setting objectives – the use of socio-acciological and neoaxiological approaches and methods that allowed deeply penetrate into the conditions for the formation of a creative personality in the context of the challenges of globalization 4.0 and the information society.

Presentation of the main material. It is at the heart of axiology that the value orientations of a person are necessary for the formation of an information-knowledge economy or neo-economy. It is researched that creativity stimulates the production of innovative material and spiritual goods, promotes acceleration of commercialization and the final consumption of material and spiritual goods. It has been found that Homo economicus is the basis for the formation of creative entrepreneurship and its transformation into the social capital of the nation. The essence of culture as the main dominant and the key factor of formation of creative and valuable competitive specialists is revealed.

Conclusions - the evolution of "homo economicus" to "homo creativus" is exposed in the conditions of globalization 4.0 and global rankings of creative economy; Creation of the concept of creative personality as a factor in creative and knowledge economy in the face of globalization challenges 4.0; the integral representation of the creative personality as a factor in the formation of a knowledge-information economy is presented.

Keywords: informational and knowledge society, creative personality, creativity, creative

and value orientations, creative and knowledge economy, creative and knowledge education

Statement of the problem in general and its connection with important scientific or practical tasks.

The peculiarities of the formation of a creative personality as a factor in the formation of a creative-knowledge economy in the context of global challenges 4.0, discussed at the Davos Forum 2019, and the trends of the development of the modern world is of considerable relevance.

Firstly, the key task facing Ukraine is the preparation of a cohort of highly professional creative entrepreneurs, which is the basis for the development of a creative and knowledge economy. The creative knowledge economy is defined by us as a dynamically changing concept based on the creativity of the individual and its assets that can generate influence on economic growth and economic development in the conditions of globalization 4.0, which is based on the development of human (social, intellectual) capital.

Second, the development of such ideas in society as formation of creative values of entrepreneurs in the conditions of globalization 4.0, trends of development of the modern world and patterns of development of creative and knowledge economy is of great importance. In the article we try to understand the stages of the process of history of the formation of creative values, the formation of a critical mass in this process and the emergence of a "person of the creator", as well as various types, properties and consequences of the formation of Homo economicus,

understanding under them a variety of socio-informational changes.

Thirdly, formation of the concept of creative personality in the context of globalization 4.0 and trends of the modern world, based on the reinterpretation of experience, including construction and theoretical scientific evidence aimed at forming a new concept model training and development of creative entrepreneurs, starting with families and ending higher education institution and training of human creative (lyudyny- entrepreneur-creator), with its practical skills in conditions - Information, globalization, intellectualization of modern society, peretvo Rennes knowledge on key resource development, globalization and competition based on the creation of high-tech and znannyevykh products and services.

Fourthly, the flow of new literature shows that the formation of a creative person in the context of global challenges and trends of the modern world has, in recent years, had similarities and differences, continuity and discrepancies; therefore, we try to synthesize the important results of past studies, preserving heredity and suggest directions for future scientific research into this problem. [1].

The purpose of this study is conducting socio-philosophical analysis of the phenomenon of the formation of a creative person in the context of global challenges 4.0 and trends of development of the modern

world. All of this led us to create a new driver for growth and the creation of new markets for a creative and knowledge economy through convergence of existing production technologies and new technologies of the fourth industrial revolution 4.0 associated with the transition to a new technological approach and the creation of innovations as the basis of innovation and creative personality.

We will note, **that the decision of this scientific problem** in such a statement has never been solved and is currently almost not being developed.

The purpose of scientific research – conceptualization of the phenomenon of creative personality as a factor in the formation of a creative and knowledge economy in the context of the challenges and trends of the global world. 4.0.

The objectives of the study:

- to reveal the peculiarities of the formation of a creative personality in the context of global challenges of 4.0 and trends of the development of the modern world;

- to substantiate the essence of creativity, which is the basis of the formation of creative and creative personality;

- to find out that Homo economicus is the basis for the formation of creative and social entrepreneurship and its transformation into the social (intellectual) capital of a nation;

- to identify the essence of culture as the main dominant and determinant and the key factor in the formation of creative values of competitive professionals;

- to reveal the evolution from "homo economicus" to "homo creativus" in the context of globalization 4.0 and global rankings of the creative economy.

The object research is a phenomenon of creative personality as a factor in the formation of a creative and knowledge economy, which is considered by us as a complex social phenomenon and a dynamic process that is developing in our eyes.

The subject of the study – the influence of global challenges and trends of the development of the modern world on the formation of a creative personality and the identification of the features of this formation.

The conceptual design of the study is aimed at revealing how creative values of entrepreneurs are formed in the context of global challenges of 4.0 and trends of the development of the modern world; how institutions such as the family, education, religion and culture influence the training of future entrepreneurs, as a creative and knowledgeable economy that includes economic, cultural, social, religious, family factors related to the tasks of intellectual property, intellectual technologies and creative industries. The modern vision of the formation of a creative individual in the context of global challenges of 4.0 and the trends of the development of the modern world is based on **interdisciplinary synthesis of economics, culture and technology, philosophy and pedagogy, culturology and religious studies**, where the domination of the sphere of services and creative content is a priority for modern times.

Methodology of research

The methodology of the research is based on socio-acciological and neo-aksaiological methods and approaches, which allowed to reveal the essence of the value orientations of the individual, the basis of which is the value of being of the personality, serving as a culture of being.

Presenting main material

Features of the analysis Creative personality as a factor in the formation of a creative and knowledge economy in the context of the challenges and trends of globalization 4.0 involves the integration of various philosophical, sociological, and cultural concepts. It is information management, communication management, innovative management, creative economy, intellectual property management, communicative law, modern forms of organization, practical philosophy, which quickly embraces modern theories and practices of both pedagogical and modern educational management, based on which culture management, knowledge management culture, culture management training of highly skilled professionals who will be competitive in the international arena.

Today, according to the Global Creativity Index, Ukraine holds 45 ratings out of 139, which is a rather high indicator. Effective economic realization of the creative potential of Ukraine requires a conceptualized approach, which includes the analysis of Homo economicus as a basis for the formation of creative entrepreneurship and its transformation into the social

(intellectual) capital of a nation and the evolution from "homo economicus" to "homo creativus" in the conditions of globalization and global rankings of the creative economy.

The core of the formation of ideological values of creative entrepreneurs in the context of global challenges of 4.0 and trends in the development of the modern world is a creative personality that embodies the highest manifestation of human activity - creativity that stimulates the production of innovative material and spiritual goods that accelerate the commercialization and end-use. The latter requires the creation of a supportive business environment with an appropriate assessment of creativity and the ease of starting a new business; developing a culture of creative economy and preparing global creative talents, strengthening the competence in creating innovations as the basis of a creative and knowledge economy, based on the fact that the fourth industrial revolution is characterized by the development of digital technologies, globalization and the change in the interaction between personality and society.

The theoretical discourse on the peculiarities of the formation of creative and knowledge values of entrepreneurs in the context of global challenges of 4.0 and the trends of the modern world was shaped by the information revolution, the transition of society from information to the "knowledge society" and from "knowledge society" to an innovative

society.

Therefore, the formation of ideological values of creative entrepreneurs in the context of global challenges 4.0 and trends of the development of the modern world is identified by us as the creation of a living public space as an individual and a country and is defined by us as a civilization development, and its results as a cultural heritage of a nation enriching the world cultural heritage. According to S. Sidorenko, human creativity reaches such a scale, "that according to futurological predictions in the future, the human mind will reach such a level: an interface that can operate to billions of high-tech devices will be created. Humanity can master the Universe, thanks to a remotely controlled message and plenipotentiary representatives - robots, spacecraft of absolutely different shapes and sizes that will travel on other planets and star systems and represent the interests of earthly civilization in all corners of the universe» [7].

The formation of ideological values of creative entrepreneurs in the context of global challenges and trends of the development of the modern world begins with the question of terminology, and therefore the analysis of the concept-terminology apparatus has a rather urgent and practical significance for us. Therefore, the desire to create a general theoretical field for analyzing the process of forming the ideological values of creative entrepreneurs should be related to an attempt to determine the structure of any viable

discourse, in our case, the ideological values of creative entrepreneurs in the context of global challenges and trends of the modern world. Consequently, modern education should be ready to respond to the challenges of globalization 4.0, modernization, intellectualization of society, which requires the preparation of a creative entrepreneur, ready to work in a market economy, to identify the needs of future specialists and to formulate requirements for their competence in accordance with the needs and dynamics of the labor market. The regulator of the educational services market should stimulate the development of curricula in correlation with the training of specialists, which are carried out in close cooperation "education-science-employers-production" [5].

Not all terms and concepts used in this article, are interpreted unambiguously, which requires a critical approach, critical thinking, constructive methodology, which is based on cultural cultivating. With the transition from post-industrial to information and from it to the "knowledge society", the world's human life has changed considerably: there is the formation of post-master values, virtualization and autonomization of its life path. The task of science, education, and culture in the context of global challenges of 4.0 and the trends of the modern world is to balance the progress and humanism. So, in the workplace, this may be the introduction of new technologies of motivation - gameimization and creativeness,

which allow a person to enjoy work, and therefore self-realization and develop.

We note that the technogenic type of development of modern civilization brought mankind a large number of achievements, but also gave rise to a large number of crises that constitute a threat to human civilization - ecological, economic, anthropological, requiring the formation of a new matrix of values that would correspond to the ideal of preserving the biosphere and humanity. Therefore, philosophy and the humanities play a special role in the formation of ideological values and landmarks of civilization development. [4].

Speaking in the consciousness of culture, philosophy carries a reflection on its fundamental world-view universal universes and forms new meanings addressed to the future development of civilization. Culture, representing the world of values and valuations, determines the higher meanings of human existence and acts as the central object of neoaxiological analysis.

It is because of the prism of neoaxiology (new values of being, and the values of entrepreneurship), which represents the methodological basis of this analysis; it seems to us that it is possible to identify the value significance of different spheres of culture and their adequate assessment in the work of man. Therefore, we tried to prove that culture is the main dominant and key factor in the creation of creative competitive professionals, and the new conditions

require evolution from "homo economicus" to "homo creativus" in the conditions of globalization and global rankings of the creative economy. [5].

We cultivate the idea that today philosophy must develop as a practical philosophy of entrepreneurship and a creative-knowledge economy, and is defined as an interdisciplinary research direction that studies the value principles of human action in a fluid world of life - globalization 4.0 and trends in the development of modern vita.

Not only the transformation of philosophical rationality, but also the paradigmatic changes in the socio-cultural nature of the current crisis situation, have brought to life new forms of the futuristic philosophical knowledge that emphasize its practical utility. Philosophy as a methodologically organized practice of thinking receives systematic impulses for its actualization in the spheres of specific social experience, namely, entrepreneurship, creative economy, the formation of the outlook of future entrepreneurs, which expresses its practical orientation. From this point of view, we cultivate the idea that theoretical knowledge (philosophical) is mediated by social, cultural, and economic contexts, and practical life in the whole spectrum of social "fields becomes loaded and even overloaded." Specific technologies of practical philosophy include the topic of the formation of a person of an economic, creative and creative person, a person of

entrepreneurial spirit - his outlook and its values, its existence, its "life world" [4].

We tried to study the phenomenon of creative personality as a factor in the formation of a creative and knowledge economy, considered by us as a complex social phenomenon and a dynamic process in the context of the challenges of globalization 4.0, understanding under them a system of theoretical views, united by the scientific idea (creativity, creativity), resulting in presented A wide range of problems in this topic, including analysis of the following components and directions:

1) Homo economicus as a basis for the formation of creative entrepreneurship and its transformation into the social (intellectual) capital of the nation.

2) as the main dominant culture and a key factor in the formation of philosophical values of competitive specialists.

3) From "homo economicus" to "homo creativus" in the conditions of globalization 4.0 and global rankings of creative economy [5].

The main directions of the research carried out are the formation of the values of creative entrepreneurs in the context of global challenges 4.0 and trends of the modern world, under which we understand the following:

1. Improving the quality of education, training, production culture and ethics as the basis for preparing a successful creative entrepreneur and shaping the social (intellectual) capital of the nation.

In today's conditions of the

evolution of society from post-industrial to informational and "knowledge society", the information competence that the graduates of higher educational institutions should possess is increasing. The generally recognized definitions of modern society as informational, "society of network structures", "society of knowledge", "start-society" point to the growth of information (communication) competence itself as one of the key competences that provides social mobility of the individual, and the preparation of information managers.

Under the informational (communication) competence, which is so necessary for social creative and creative entrepreneurship, refers to the ability (personality) to find, store, transform various information and take the necessary alternative creative decisions. The development of higher education is based on the quality of education, the innovation of education and the creative personality that a high school must form. If education succeeds in developing a well-designed innovative system, creative and creative ideas and projects will start to work, successful innovation companies and successful entrepreneurs will emerge, which requires the formation of a new innovative thinking. It is the direction of innovation and creative development that enables to create products in the future with the global market, for which global managers with global innovative thinking should be trained.

An example is Apple, Microsoft, and other companies whose products

are sought around the world and bring superfluous profits, ensuring economic prosperity and socio-economic stability for their countries. Therefore, an innovative concept of education is needed for the development of innovative social entrepreneurship, for which higher education institutions should prepare innovative entrepreneurs.

The problem of the relationship between education and business requires the commercialization of education. That is why higher education institutions today should be based on:

- 1) the principles of continuity and complexity of professional orientation progress;
- 2) its proactive and preventive nature;
- 3) the principle of personalization;
- 4) the principle of innovation aimed at creating a new personally significant educational product;
- 5) the principle of socio-cultural orientation of the educational process;
- 6) the principle of focusing on the development of specific educational-vocational guidance projects within the educational system;
- 7) the principle of variability of the substantive content of education in accordance with the vocational orientation of students.

2. Homo economicus as the basis for the formation of creative

social entrepreneurship and its transformation into the social (intellectual) capital of the nation.

We emphasize the need to develop a concept of creative social entrepreneurship, which will be based on people like Homo economicus - creative individuals in all areas of entrepreneurship [5]:

- 1) there will be a business that creates added value in entrepreneurship;
- 2) Homo economicus will create cultural and creative products; network business will develop, where creative and cultural activities are concentrated;
- 3) Focal points will be created for the development of creative social entrepreneurship, which will promote the development of a creative and knowledgeable economy.

Creative social entrepreneurship is a concept that is constantly changing and based on creativity and creativity that can generate influence on economic growth and intellectual development of the individual. Creative social entrepreneurship should be a source of high income, the creation of new jobs, in which inquiries are intellectual (social) capital, contribute to socio-cultural integration and identity, cultural diversity and human development.

The national education system should be prepared to overcome the possible negative effects of global landlides, which characterize modern education as a socio-cultural phenomenon in general. In the modern world of global

informatization and computerization of consciousness, the problem of improving the content of education becomes paramount [4].

Modern society becomes more pragmatic, technocratic, and education is economically feasible. Therefore, humanitarian science, in the context of reducing the hours for its teaching, nevertheless must act as a means of self-development, self-realization, self-expression and self-affirmation of the individual, since, to a large extent, man reveals his skills in the professional field [4].

3. Culture as the main dominant, determinant and a key factor in the formation of a creative personality as a factor in the formation of an innovative and creative economy, for which competitive experts are needed.

The notion of philosophy as a social phenomenon (as a form of social consciousness) is inferior to a place of representations of philosophy as a phenomenon of culture (for example, as a self-consciousness), as a result of which a philosophy must be sought for the formation of the values of youth (worldview, innovation, creativity and creativity).

The dilemma of sociocentrism and cultural-centerism in the understanding of philosophy is solved in favor of sociocentrism on the basis that sociocultural is social in its cultural diversity. Due to this, philosophy is a reflection of cultures that provides socio-cultural development, the application of cultures in practice, including social entrepreneurship.

Social creative entrepreneurship includes not only economic, social but also cultural factors related to the tasks of technologies, intellectual property problems, the development of a knowledge economy that measures intellectual and cultural development. Creative industries are the heart of creative and cultural entrepreneurship.

Modern understanding of ideological orientations of entrepreneurship is based on the interdisciplinary synthesis of economics, business, entrepreneurship, culture and technology, where the domination of the sphere of services and creative programming are a priority. "Everything goes to the fact that programming skills will become a key skill in our society, just as today's reading and writing skills", says David Rose in *The Amazing Technologies. Design and Internet things*» [6].

It is the high school of education must form a culture of personality, a culture of civilization, because the situation is often characterized by the culture of "non-warlord" (aggressive, xenophobic) culture, the archaism of consciousness (resuscitation of occultism, mysticism). It is humanity (intelligent civilization) that requires the formation of a culture as the main dominant and a key factor in the formation of a creative personality, which acts as a determinant of the formation of an innovative and creative economy and the transformation of a reasonable human being into a consumer, in connection with which the style and quality of life

must be transformed.

The society of the future as a "society of knowledge, innovation and information" is based on information and knowledge, therefore in such a society there is a growing need for highly skilled, competent, educated specialists who have competencies of line production. "Ford and Sloan first perfected the entire system - the plant's activities, supplier coordination, and the management of the entire enterprise - and added to it the concept of the market and the new distribution scheme. That's exactly how the automotive industry has become a universal symbol of mass production [2]. It was Ford who managed to establish a production called "lin", which swept the whole world in global automotive wars.

Changes in the ideal of education from "human knowledge" to "human culture" (V. Bibler) indicates the need to change the content of education, aimed at culture as a broad inclusive concept of human existence in the world through creative cultural, social, innovative practices. In conditions of acceleration and compression of time in the conditions of the information society, the role of education as a type of spiritual and cultural practice that broadcasts and reproduces the social experience of mankind increases. [4].

4. Evolution of a person from "homo economicus" to "homo creativus" in the conditions of globalization 4.0 and global rankings of creative economy.

Under conditions of globalization, the creative industries today exceed

the volumes of annual revenues and exceed four times the growth rates of industrial production. The share of employed in creative social entrepreneurship has reached 25% of young entrepreneurs (for example, tourism). It is expected that the trend of creative entrepreneurs passing to the sector is the creative industries, which all over time increase. Only value orientations on intellectual product, creativity, cultural values, synergy and cooperation can result from creative entrepreneurship to the prosperity of the country in the long run. Creativity includes technology, talent and tolerance and is included in the Global Index of Creativity (Ukraine is 45th place). As noted in the work of A. Shevchenko "Dijital era. Simply about digital technologies "," there is another internal logic in the new technologies, and we do not just have to digitize business processes, they must be recreated in new ways, using the new opportunities that we are opening innovative technologies"[9].

The modern labor market is characterized by processes of information and virtualization. In modern conditions, Internet technologies have penetrated into the professional sphere so deeply that it affects not only labor activity, but also the stage of search and selection of vacancies, communication within the professional community. Computer and Internet technologies become the main tools of modern worker's work, while traditional, connected with physical labor, go to another plan and their use is replaced by roboticism.

Christopher Steiner notes: "In the future, for those who can write a computer code, there is a bunch of work, And if you are still able to invent and compute filigree complex algorithms, then it's even better - you might even be able to conquer the world. Of course, if the first computer does not do it " [3].

Education is one of the most important elements of the development of the intellectual potential of a person and society for the improvement and designing of a person in a socio-cultural context. If earlier the main task of education was the transfer of knowledge and control over their development, ie, dominated by the cognitive (cognitive paradigm of education), then in today's conditions of innovative development, the main task of education is to form students and students of knowledge and skills to think independently and create innovations in different spheres of activity , which means the transition to a creative (creative) educational paradigm. In this case, cognitive (cognitive) education becomes only the initial stage of creative (creative) education. The best results in education and professional activity are achieved through creative and analytical (logical) thinking. In the work of Richard Florida "Homo creatives. As the new class conquers the world ", it is emphasized that" The emergence of a new social stratum and the development of creativity as an economic force were the factors behind the seemingly unrelated and mysterious trends, such as the rapid development of new industries and businesses, and along with these

changes in the ways of life of our work and life that ultimately influenced even the rhythm, style, desires and expectations that shape our daily lives " [8].

As a conclusion we will make the future of higher education:

Creative information and innovation paradigm of education as a qualitatively new level of formation of an innovative type of thinking based on information resources and contributes, on the basis of creative methodology and achievements of modern science, to the formation of a new type of social and public intelligence both personality and country [10].

The creative-intellectual and creative-knowledge paradigm of education combines informational, intellectual and innovative paradigms and provides conditions for the material, social, cultural and intellectual development of each person as well as of society as a whole and promotes the formation of a creative personality. Throughout the presentation, we tried to hold a constructive critical view in order to go beyond the proven methods and models of the past, recognize their drawbacks and limitations, and expand the concept of creativity creation in the context of global challenges and trends of the modern world, and formulate **the concept** of creative personality as a factor of a creative and knowledge economy in the face of globalization challenges.

Prospects for further research – Further development of the influence of a creative personality on the development of a creative and

knowledge economy in the conditions "knowledge society".
of the information society and

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КРЕАТИВНА ОСОБИСТІТЬ ТА ЇЇ ВИЗНАЧАЛЬНА РОЛЬ У ФОРМУВАННІ ЕКОНОМІКИ ЗНАНЬ В УМОВАХ ВИКЛИКІВ ГЛОБАЛІЗАЦІЇ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

Анотація. Актуальність дослідження в тому, що представлено умови формування креативної особистості, що є результатом формування креативно-знаннєвої економіки, в якій витребуваною є даний тип особистості. **Постановка завдання** – феномен креативної особистості як феномен і основа для формування **креативно-знаннєвої економіки в умовах викликів та трендів глобалізації 4.0**. Саме інформаційне суспільство та соціальне підприємництво виступають головними чинниками становлення і розвитку креативно-знаннєвої економіки, яка вимагає формування креативної особистості. **Аналіз останніх досліджень і публікацій** – ми спираємося на

Creative personality and its dignicular role in the formation of a known economy in the conditions of the challenges of globalization of informational society

авторів, що досліджували «знаннево-інтелектуальне» суспільство, в основі якого знаннево-інтелектуальна власність та особистість. Це твори В.Андрущенко, Т.Андрущенко, В.Вашкевича, В.Воронкової, О.Кивлюк, В.Мельник, В.Нікітенко, Р.Олексенка, О.Сосніна, С.Шарова. **Виділення недосліджених частин загальної проблеми** – концептуалізація концепції креативної особистості в умовах викликів глобалізації 4.0. В основі дослідження – теоретичні та практичні аспекти формування концепції креативної особистості як чинник формування креативно-знанневої економіки. **Постановка завдання** – використання соціоаксіологічного та неоаксіологічного підходів і методів, що дозволили глибоко проникнути в умови формування креативної особистості в умовах викликів глобалізації 4.0 та інформаційного суспільства. **Виклад основного матеріалу.** Саме в основі аксіології – ціннісні орієнтації особистості, необхідні для формування інформаційно-знанневої економіки чи неоекономіки. Досліджено, що творчість стимулює виробництво інноваційних матеріальних і духовних благ, зумовлює прискорення комерціалізації та кінцевого споживання матеріальних і духовних благ. З’ясовано, що Homo economicus є основою формування творчого підприємництва та його трансформації в соціальний капітал нації. **Висновки** – розкрито еволюцію від «homo economicus» до «homo creativus» в умовах глобалізації 4.0 та глобальних рейтингах креативної економіки; створено концепцію креативної особистості як чинник креативно-знанневої економіки в умовах викликів глобалізації 4.0; представлено цілісне уявлення креативної особистості як чинника формування знаннево-інформаційної економіки.

Ключові слова: інформаційно-знанневе суспільство, креативна особистість, творчість, креативно-ціннісні орієнтації, креативно-знаннева економіка, креативно-знаннева освіта

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КРЕАТИВНАЯ ЛИЧНОСТЬ И ЕЕ ОПРЕДЕЛЯЮЩАЯ РОЛЬ В ФОРМИРОВАНИИ ЭКОНОМИКИ ЗНАНИЙ В УСЛОВИЯХ ВЫЗОВОВ ГЛОБАЛИЗАЦИИ ИНФОРМАЦИОННОГО ОБЩЕСТВА

Аннотация. Актуальность исследования в том, что представленные условия формирования креативной личности, являются результатом формирования креативно-знаниевой экономики, в которой нуждается данный тип личности. **Постановка задачи** - феномен креативной личности как феномен и основа для формирования креативно-знаниевой экономики в условиях вызовов и трендов глобализации 4.0. Именно информационное общество и социальное предпринимательство выступают главными факторами становления и развития креативно-знаниевой экономики, требующей формирования креативной личности. **Анализ последних исследований и публикаций** - мы опираемся на авторов, исследовавших «знаниевое-интелектуальное» общество, в основе которого знаниевая-интелектуальная собственность и личность. Это труды: В. Андрущенко, Т. Андрущенко, В. Вашкевича, В. Воронковой, О.Кивлюк, В. Мельник, В. Никитенко, Р. Олексенка, О. Соснина, С. Шарова. **Выделение неисследованных частей общей проблемы** - концептуализация концепции креативной личности в

условиях вызовов глобализации 4.0. В основе исследования - теоретические и практические аспекты формирования концепции креативной личности как фактор формирования креативно-знаниевой экономики. **Постановка задачи** - использование социоаксиологического и неоксиологического подходов и методов, которые позволили глубоко проникнуть в условия формирования креативной личности в условиях вызовов глобализации 4.0 и информационного общества. **Изложение основного материала.** Именно в основе аксиологии - ценностные ориентации личности, необходимые для формирования информационно-знаниевой экономики или неэкономике. **Доказано**, что творчество стимулирует производство инновационных материальных и духовных благ, обуславливает ускорение коммерциализации и конечного потребления материальных и духовных благ. **Выяснено**, что Homo economicus является основой формирования творческого предпринимательства и его трансформации в социальный капитал нации. **Выводы** - раскрыто эволюцию от «homo economicus» к «homo creativus» в условиях глобализации 4.0 и глобальных рейтингах креативной экономики; создана концепция креативной личности как фактор креативно-знаниевой экономики в условиях вызовов глобализации 4.0; представлено целостное представление креативной личности как фактора формирования знаниево-информационной экономики.

Ключевые слова: информационно-знаниевую общество, креативная личность, творчество, креативно-ценностные ориентации, креативно-экономика знаний, креативно-знаниевая образование

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