

Creative Industries in The Russian Economy: Methodological Approaches to Definition, Evaluation and Analysis*

Olga PYATAEVA, Victoria SAVINA, Elena KITAEVA, Anton GURKO
And Ivan SHRAMKOV

Russian State Academy of Intellectual Property, Moscow, Russia

Correspondence should be addressed to: Olga PYATAEVA; opyataeva@gmail.com

* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Olga PYATAEVA, Victoria SAVINA, Elena KITAEVA, Anton GURKO
And Ivan SHRAMKOV

Abstract

Intellectual property, including copyrights, is one of the most important intangible assets in the information society. They are becoming the basis for the development of many industries, generating value added of enterprises, jobs and increasing of foreign trade. The analysis of the copyright law contribution to Russian economy (development of creative industries) is necessary to define the role of copyright in improving the welfare, growth and economic development, as these categories are directly related to the development of creative industries.

In the context of studying the economic results of creative industries contribution to an economy the authors analyzed methodological approaches to the definition of the subject area of research, marked the classifications of creative industries, previously reported by various sources, developed their own classification and proposed method for estimation economic results of creative industries in Russian economy.

Keywords: Creative Industries, Copyright Law, Cultural Industries, Economic Effect, DCMS, WF, UNCTAD, WIPO, Russian Economy.