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## FORMATION OF A SYSTEM OF CREATIVE MANAGEMENT AT THE ENTERPRISE

### *Summary*

**Relevance.** At the present stage of society's development, new socio-economic processes are coming to the fore, which are inextricably linked to a new understanding of the essence of a person, with the growing role of the individual. In a time of market oversaturation, creativity is the key to a company's competitiveness. Ensuring the continuous development of the enterprise and its competitiveness in the context of capital intellectualization is impossible without the formation of personnel with the necessary knowledge and competencies.

**The purpose of the study.** The purpose of the article is to study the possibilities of applying the creative management system in organizations and enterprises in the field of culture and art in the context of complex socio-economic changes: digitalization, quarantine restrictions, development of information resources that require new approaches to management. **Methodology.** The study used methods based on general economic statements, in particular, general scientific methods of analysis - detailing individual factors; comparison - highlighting the common features of the impact of individual factors and the method of logical comparison, as well as specific modeling methods - creating models for analyzing the internal environment and expert assessments - summarizing the results of the impact of internal environment factors.

**Results.** One of the main components of the potential for enterprise development is the intellectual resources of management entities. Considering that management entities have different levels of professional training, work experience, collective and individual goals based on needs, preferences, ambitions, etc., the use of intellectual resources for the development of an organization is quite problematic.

The concept of creative management is a combination of three concepts: "creativity", "management" and "organization".

The term "creativity" (English: creativity, Latin. "creatio) means the creation of something new. There are two main criteria for assessing creativity: the result (quantity and quality); rejection of strategic stereotypes of thinking and action.

The study examined the possibilities of applying the creative management system at enterprises in the context of complex socio-economic changes: digitalization, quarantine restrictions, development of information resources that require new approaches to management, identified theoretical aspects of the formation of a creative management system at an enterprise; characterized creativity as a modern trend in enterprise management and formed the principles of creative management implementation, as well as proposed styles for use.

**Practical significance.** The results of this study can be used by enterprises to intensify the generation of ideas, improve the moral and psychological climate in the team and increase the realization of the human potential of employees. **Prospects for further research.** Further study requires research and definition of the tools of creative management and adaptation of methods and tools to the activities of enterprises in various fields of activity in order to obtain new data on the effectiveness of the application of certain criteria of enterprise activity. **Problem statement.** In the context of intellectualization of capital, the so-called innovative employees are of particular value to the enterprise, whose competencies include creativity, originality of ideas, creativity, and non-standard approaches to solving professional problems. In line with these trends, a specific branch of management has emerged - creative management, which is aimed at the formation, retention and development of creative employees.

*Keywords:* creative management, creativity, system, thinking.

*Number of sources – 8, number of tables – 1, number of drawings – 1.*

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