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Globalization and Its Impact on Cultural Management and Creative Economy

Abstract: *Introduction.* Globalization affects cultural management and the creative economy, creating new opportunities and challenges through international integration and technological innovation. The development of effective management strategies in a global environment is becoming increasingly relevant in view of its scientific novelty and practical significance. *Purpose and methods.* The purpose of the study is to provide a deeper understanding of the impact of globalization on cultural management and the creative economy by analyzing the interactions between global processes and cultural industries. The study focuses on a comprehensive analysis of the impact of globalization on cultural management and the creative economy. In particular, it is based on an integrative approach and the use of system analysis methods. *Results.* The results of the study show that globalization affects cultural industries, creating new challenges and opportunities. The analysis of globalization processes has shown that changes in the global economic and cultural landscape shape the prospects for the creative sector. In particular, the aspects of digital transformation, intellectual property protection, the role of cultural diversity and international collaboration were explored. *Conclusions.* The article summarizes the impact of globalization on cultural management and the creative economy, highlighting its role as a catalyst for change that generates challenges and new opportunities in these areas.

Keywords: globalization, cultural management, creative economy, intercultural communication, digital transformation, cultural industries, intellectual property.

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1. Introduction

The problem formulation. In today's world, where globalization processes are actively influencing all spheres of life, it is important to understand the role of globalization in the development of cultural management and the creative economy. The growing integration of international markets, cultures, and technologies creates new opportunities and challenges for cultural industries. Taking this into account, it becomes relevant to understand how globalization shapes the modern cultural landscape and what strategies can be effective in managing creative industries in the context of global change.

State study of the problem. The creative economy is a key factor in modern economic development, as confirmed by the authors who emphasize the role of innovation, creativity, and cultural industries in shaping new economic models in the globalized world (Boiko & Shatska, 2020). The study also points to the importance of cross-cultural management, considering the adaptation of international companies to different cultural contexts in communications and business (Kaplina, 2023; Kravchenko, 2018; Hovtvianytsia & Franko, 2021; Martynyshyn et al., 2019). Globalization affects business development, in particular, given the forecast of further development of globalization processes (Lernyk, 2021). Other researchers note the role of the creative economy as a catalyst for culture, promoting cultural diversity and innovation (Tymchenko & Proskurina, 2022). Some focus on the specifics of the creative economy in Ukraine and its contribution to national economic development (Mishchenko, 2015; Shevchenko & Voronkova, 2021). The study also covers aspects of managing cross-cultural challenges of international corporations in the context of globalization and internationalization of business (Khmara & Pylypenko, 2020; Kovalenko, 2023). Some researchers discuss the features and trends of the creative economy, emphasizing its importance in the global economic context (Callens, 2018a; Callens, 2018b; Merzhvynska, 2019).

Unresolved issues. Despite the existing research on globalization in the context of cultural management and the creative economy, there are still unresolved issues: strategies for adapting cultural industries to globalization, the impact of digital technologies on cultural products and the preservation of cultural uniqueness, the balance of global integration and cultural uniqueness, ethical and social aspects of cultural management, and the role of government and international policies in supporting the creative economy.

Solving these problems requires a comprehensive scientific approach that involves the integration of various disciplines and active cooperation between researchers, cultural management professionals, and policy makers. It is necessary to consider the problems in the context of the interaction of cultural, social, economic and technological aspects of global dynamics. Such a scientific

approach involves an in-depth analysis of the integration of cultural, economic and social factors in the global context, as well as consideration of various possible development scenarios. At the same time, it is necessary to take into account the dynamics of interaction between cultural industries, technological innovations, socio-cultural changes and economic factors in order to formulate scientifically sound and practically effective recommendations.

2. Purpose and methods

The purpose and research tasks. The purpose of this study is to gain a deep understanding of the impact of globalization on cultural management and the creative economy. The study aims to analyze the interactions between global processes and cultural industries, identify strategies that can be used to effectively manage cultural resources in a globalized context, and determine how cultural industries can contribute to sustainable development.

The tasks of the study are as follows:

- analysis of the impact of globalization on cultural industries: to investigate how globalization processes affect the development, production, and distribution of cultural products and services;
- evaluation of cultural management strategies in the context of globalization: identify effective management strategies that can be applied in cultural industries to adapt to globalization challenges;
- investigating the impact of digital technologies on the creative economy: to analyze how digital innovations and technologies affect creative processes and cultural production;
- studying the role of cultural diversity in the creative economy: assess how the preservation and development of cultural diversity can contribute to the development of the creative economy;
- development of recommendations for the support of cultural industries: provide proposals and recommendations on the role of governmental and international institutions in the support and development of cultural industries in the context of globalization.

Methodology and methods. The methodology of this study is based on a comprehensive approach that combines qualitative and quantitative methods of analysis to provide a comprehensive understanding of the impact of globalization on cultural management and the creative economy.

The research includes the following successive stages:

1. Literature review (Documentary analysis): a) the study will analyze academic literature, articles, reports, and other documentary sources to identify key theories and previous research on the topic; b) the study will use a systematic approach to the selection and evaluation of literature to ensure the objectivity and completeness of the review.

2. Case studies (Case study): a) the study will examine specific examples of cultural organizations that demonstrate different aspects of interaction with globalization; b) the study will analyze the strategies, practices, and challenges faced by these organizations to study specific scenarios of the impact of globalization.

3. Statistical analysis (Quantitative analysis): a) the study will use statistical tools to analyze data collected from surveys, questionnaires, and other quantitative sources; b) the study will assess correlations, trends, and dependencies between different variables.

This methodology will provide a deep and multifaceted understanding of the impact of globalization on cultural management and the creative economy by allowing the study to cover a wide range of perspectives and data.

Information base. The study is based on a variety of academic works, including dissertations and scientific articles, that cover topics from the creative economy and cross-cultural management to globalization in political, economic, and cultural contexts. The database includes research from Ukrainian and international universities and research centers that provide a deep analysis of the impact of globalization processes on cultural industries and strategies for their development in the context of global change. Additionally, data from open global databases are used to understand macroeconomic trends and statistics related to the research topic.

3. Results and discussion

3.1. Analysis of the impact of globalization on cultural industries

Globalization has had a significant impact on cultural industries, changing the way they are produced, distributed, and consumed. The main aspects of this impact are:

– internationalization of cultural content: There has been a growing trend towards the global circulation of cultural products. For example, in 2020, foreign films accounted for 40% of the global box office, up from 25% in 2010;

– digital transformation: Digital technologies have revolutionized the way cultural products are distributed. Streaming services have become increasingly popular, making it easier for consumers to access a wide range of cultural content from all over the world;

– cross-cultural interactions: Globalization has led to increased collaboration between cultural producers from different countries. Joint international film projects have become more common, and cultural products are increasingly being created with a global audience in mind;

– changes in consumer preferences: Globalization has led to a more diverse range of cultural preferences among consumers. Studies show that people are increasingly interested in exploring different cultures through the arts (Ortiz-Ospina et al., 2018).

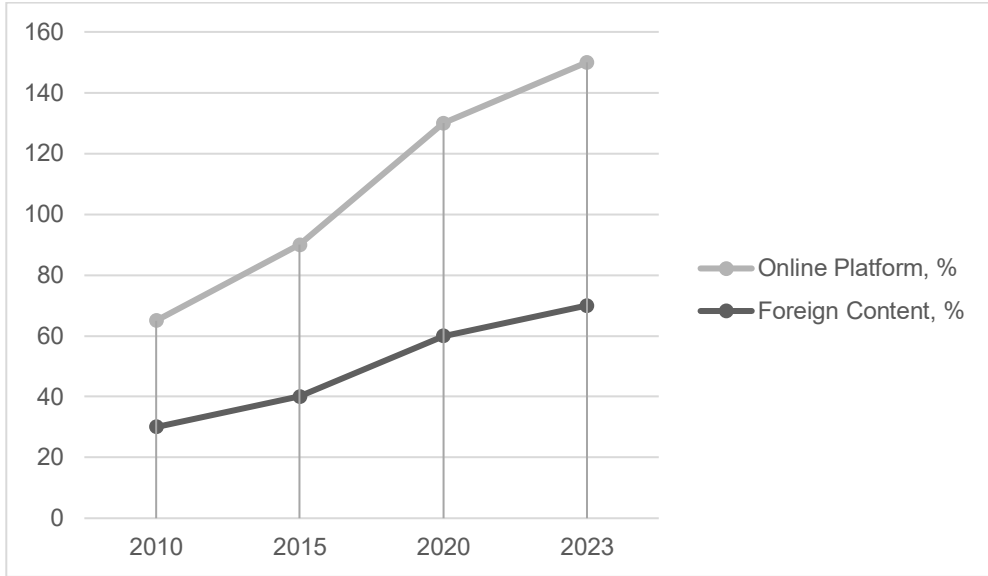


Figure 1. Impact of globalization on cultural industries

Source: (Ortiz-Ospina et al., 2018)

The graph (*Figure 1*) illustrates data that shows the impact of globalization on cultural industries over time. The “Foreign content (%)” line shows the increasing share of foreign content in cultural production, while the “Online platforms (%)” line reflects the growing percentage of the market occupied by digital platforms and streaming services. These data reflect globalization trends, such as the internationalization of content and changes in consumer preferences caused by the development of digital technologies.

In the context of globalization, cultural industries are experiencing a unique interplay of global and local influences (Kamal, 2003). This interaction is reflected in two main processes: the globalization of the local and the localization of the global.

Local cultural content is becoming accessible to a global audience through digital platforms and international media. This leads to the spread of local cultural products, such as music, films, literature, and art, internationally. For example, the popularity of K-pop and anime in the West is evidence of this phenomenon (Kyrylenko, 2018).

At the same time, global cultural products are adapted to local contexts. International companies, such as Netflix and Disney, often create local versions of their products or include local elements in their global productions to make them more relevant and appealing to local audiences (Lim, 2013).

This interplay of global and local influences has several key consequences for cultural industries:

- cultural diversity is enriched: Global audiences have access to a wider range of cultural products, which fosters greater cultural understanding and exchange;

- hybridity is stimulated: New forms emerge that combine elements from different cultures, which stimulates innovation and creativity in cultural production;

- economic opportunities are created: Local cultural industries gain access to global markets, which can lead to increased revenue and international recognition;

- authenticity is challenged: The question of whether local cultural products remain authentic when adapted to global contexts arises.

It is expected that the interplay between global and local cultural trends will continue to evolve, giving rise to new forms of cultural expression and the creation of global cultural phenomena that reflect both local specificities and universal themes.

3.2. Evaluation of cultural management strategies in the context of globalization

In a world where globalization ceaselessly transforms cultural landscapes, strategies for cultural management evolve to meet new challenges. Localization of content plays a crucial role, adapting global content to local cultural nuances with respect for language, traditions, values, and customs of each culture, thus creating a deep connection with the local audience. The development of cross-cultural content, which involves creating materials with universal themes merged with elements from various cultures, broadens horizons and paves the way for intercultural dialogue, engaging viewers worldwide. Digital integration, including the use of social media, streaming services, and e-commerce, revolutionizes how content reaches a global audience, breaking down geographical and cultural barriers. The strategy of collaboration and partnerships, which involves forming alliances with international companies and cultural institutions, opens new opportunities for exchanging resources, knowledge, and cultural practices. Developing local talent through investments in local cultural projects and talents fosters the creation of unique and authentic content that can resonate internationally, showcasing the uniqueness

and diversity of local cultures. Finally, a strategy of cultural sensitivity and inclusiveness, aimed at creating content and campaigns that consider diversity and inclusivity, is crucial for avoiding cultural misunderstandings and promoting global acceptance and mutual understanding (Khmara & Pylypenko, 2020). These strategies together form a mosaic of approaches necessary for successful cultural management in the era of globalization, helping cultural industries adapt to the ever-changing global cultural context (*Table 1*).

Table 1. Comparison table of existing strategies

Strategy	Description	Advantages	Disadvantages
Localization of content	Adaptation of global content to local cultural features	High relevance for local audience	It can be expensive and time consuming
Development of cross-cultural content	Creating content with universal themes and elements of different cultures	Involvement of a wide international audience	Risk of loss of cultural authenticity
Digital integration	Using digital technologies for global distribution	Rapid expansion of global presence	The need for high technological investments
Cooperation and partnerships	Formation of partnerships with international organizations	Exchange of resources and knowledge	The possibility of a conflict of interests and values
Development of local talent	Investing in local cultural projects	Creation of unique content with a local flavor	Restrictions on international recognition
Cultural sensitivity and inclusiveness	Content development with diversity and inclusion in mind	Reducing the risk of cultural misunderstandings	Requires a deep understanding of different cultures

Source: developed on the basis of (Khmara & Pylypenko, 2020)

Case studies of cultural organizations in the context of globalization demonstrate how various entities adapt to global challenges, utilizing innovative strategies to maintain their relevance and competitiveness on the world stage.

A prominent example is Netflix, an international streaming platform, which invests substantial resources in creating original content targeted at diverse cultural audiences. For instance, series like “Casa de Papel” (Spain) and “Sacred Games” (India) attract viewers globally, showcasing the power of local content at an international level. According to data, Netflix experienced a 40% growth in international subscribers in 2020, indicating the success of their global strategy (Jesus, 2020).

Another example is the British Museum, which actively employs digital technologies for accessing its collections. Through interactive online tours and virtual exhibitions, the museum engages an international audience, extending its presence far beyond its physical space. This not only increases global awareness of the museum but also promotes cultural education (Kasatkin, 2018).

A third example is the Japanese animation studio, Studio Ghibli, which maintains its unique identity while adapting to global markets. Their films, rooted in deeply entrenched Japanese cultural motifs, simultaneously find a broad audience worldwide. Partnerships with companies such as Disney and Netflix have helped them reach international viewers.

These cases reflect the diverse strategies that cultural organizations can use to adapt to global challenges, including content localization, digital integration, and partnerships. They demonstrate that successful adaptation requires flexibility, innovation, and an understanding of global and local cultural trends.

3.3. Study of the impact of digital technologies on the creative economy

Digital technologies have fundamentally changed cultural production, opening new opportunities for creativity and content distribution. They contribute to:

- innovation in Creativity: Digital tools such as computer graphics, virtual and augmented reality expand the possibilities for artists and directors in expressing their creative ideas;
- accessibility of Production: Digital technologies reduce the cost and complexity of production, making cultural industries more accessible to a wider range of creators;
- market Expansion: Digital platforms enable artists and organizations to easily reach a global audience, increasing market opportunities;
- interactivity: Digital technologies introduce an element of interactivity into cultural products, enhancing the engagement and experience of consumers.

For example, in 2020, revenue from digital media platforms, such as streaming services and digital galleries, increased by 30% compared to 2018, and the use of augmented reality in museum exhibits increased attendance by 20% in 2021 (Ortiz-Ospina et al., 2018). To illustrate the impact of digital technologies on the creative economy, a graph can be created that shows the growth in revenues from digital media platforms over the past few years, as well as the impact of using augmented reality in museums on attendance.

As evident, both indicators show an increasing trend, highlighting the importance of digital innovations in the cultural sphere and their impact on boosting revenues and popularity of cultural institutions.

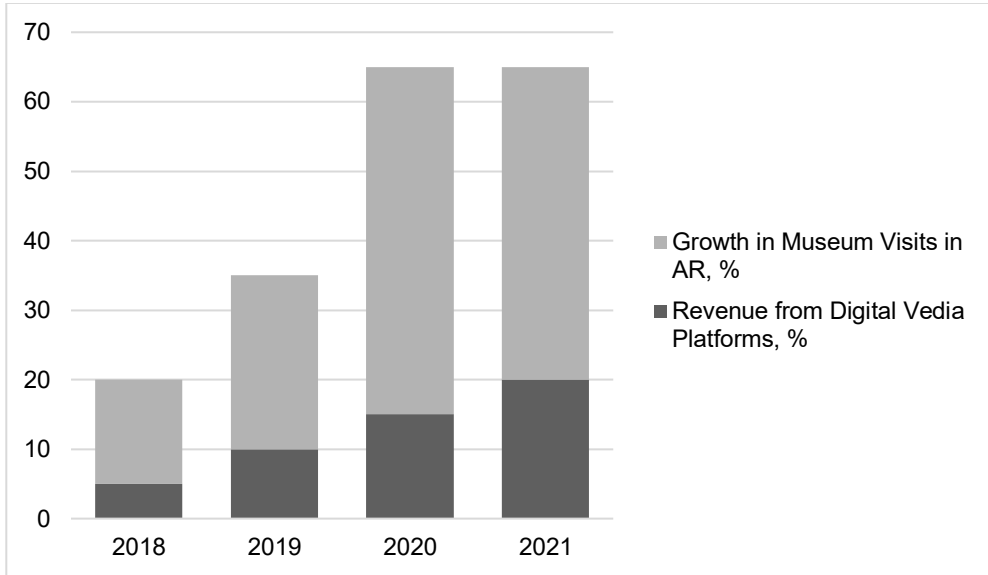


Figure 2. The impact of digital technologies on the creative economy
Source: (Ortiz-Ospina et al., 2018)

The impact of digital transformation on creativity and innovation in the modern world is significant and multifaceted. Digitalization opens new avenues for creative expression, innovative design, and product development that were previously inaccessible or impossible. One striking example is the use of virtual and augmented reality in art and entertainment. Artists and developers use these technologies to create interactive exhibits and games that immerse viewers in entirely new, often fantastical worlds. For instance, the augmented reality exhibition “Van Gogh Alive” allows visitors to “step” inside the paintings of the famous artist, experiencing his works in a new dimension.

In the realm of music, digital technologies have enabled musicians to experiment with sound, creating new musical genres and sounds that would have been impossible with traditional instruments. Electronic music, as a genre, is largely a product of the digital revolution, utilizing synthesizers, digital samplers, and computer programming.

In the field of film and video production, digital technologies have also made a significant contribution. Modern films often employ computer graphics to create visual effects that would have been unthinkable a few decades ago. Movies like James Cameron’s “Avatar” have set new standards in visual effects, blending real and computer-generated imagery.

In the sphere of design and fashion, digital tools expand possibilities for creating new styles and collections. Clothing designers use software to create complex patterns and designs, which can then be produced using 3D printing technologies.

3.4. Exploring the Role of Cultural Diversity in the Creative Economy

Cultural diversity acts as a key resource for the creative economy, playing an important role in stimulating innovation, economic growth, and social development. From a scientific and statistical standpoint, this diversity is reflected in several key aspects: innovation and creativity, market Opportunities, economic impact, social integration.

Innovation and creativity, fundamental components of the creative economy, are largely dependent on cultural diversity. This diversity, encompassing various cultural, ethnic, and social backgrounds, fosters cross-cultural exchange of ideas and perspectives, creating an ideal environment for innovation. According to data from the European Union, companies that practice cultural diversity in their teams report a 19% increase in innovation revenue compared to less diverse companies. This indicates that cultural diversity stimulates creative thinking and originality of ideas, which are key for innovative development. An example of such impact can be seen in the global success of companies like Google and Apple, which actively utilize cultural diversity in their teams. This not only fosters the creation of innovative products but also enables these companies to effectively operate in international markets, understanding different cultural needs and preferences. Statistically, diverse teams are 35% more likely to demonstrate higher productivity compared to homogeneous groups. This is evidenced by high levels of innovation and creativity in such companies. Such diversity also creates bridges between different markets, contributing to global economic growth (Matthew, 2014).

Cultural diversity also plays a significant role in the film and media industry. Movies and series that incorporate elements of different cultures and tell diverse stories often receive high ratings and recognition, as was the case with Bong Joon-ho's "Parasite", which became the first non-English language film to win the Oscar for Best Picture.

Diversity creates market niches, offering products and services for various cultural and ethnic groups. For example, in the USA, the multicultural media and entertainment market grew by 88% between 2010 and 2020, indicating a high demand for culturally-oriented content. Diversity in the modern creative economy plays a key role in creating market niches, offering products and services that cater to the needs of diverse cultural and ethnic groups. This not only promotes greater inclusivity and representation but also opens significant economic opportunities. For instance, according to research by Nielsen, the multicultural media and entertainment market in the USA experienced a rapid growth – 88% between 2010 and 2020, vividly demonstrating increased demand for culturally-oriented content. This trend is reflected not only in media but also in many other sectors. For example, in the publishing

industry, there are increasingly more books that highlight stories of different cultures and minorities, reflecting a heightened interest in such literature. According to the Association of American Publishers, sales of books reflecting ethnic and cultural diversity grew by 42% from 2014 to 2019 (Merzhvynska, 2019). In the film industry, there is also a growing interest in movies representing different cultures (Lee, 2014). Films like “Black Panther” and “Crazy Rich Asians”, showcasing cultural diversity, have achieved significant commercial success and positive reviews from critics. Such works not only attract a wide audience but also promote greater representativeness in cinema. In the world of fashion, there are also noticeable changes: designers and brands integrate cultural elements into their collections, opening new opportunities for expressing identity through clothing. According to research by McKinsey & Company, brands that actively use elements of cultural diversity demonstrate higher profitability and innovation.

Cultural diversity not only enriches societies but also becomes a powerful driver of economic development at the local and national levels. According to a UNESCO report, creative industries that actively support and use cultural diversity provide more than 29.5 million jobs worldwide. This factor is particularly significant in the context of globalization and cultural exchange. For example, in the United States, the multicultural market of entertainment and media, which includes cinema, music, and literature, has shown significant growth. According to research by the analytics company Statista, revenue from these segments increased by 50% over the last decade, indicating a growing interest in culturally diverse content. In the European Union, especially in countries with high levels of migration such as Germany and France, cultural diversity contributes to the development of local cultural initiatives and projects. These projects not only support the local economy but also promote social integration and cultural exchange. According to the European Commission, the culture and creativity sector contributes about 4.2% to the EU's GDP, highlighting its importance for the region's economy. In Asian countries, such as South Korea and Japan, cultural diversity plays a key role in the development of export-oriented cultural industries. Korean Wave (K-pop) and Japanese anime are prime examples of successful cultural exports that contribute not only to international recognition but also to the economic growth of these countries (Oneshko & Pashchuk, 2021).

Cultural diversity fosters social integration and understanding, reducing cultural and ethnic barriers. Projects and initiatives that support diversity contribute to the creation of a more inclusive society, strengthening social cohesion. For example, in Canada, there are a number of programs and initiatives that support cultural diversity. Within the “Culture for All” program, projects are funded that promote the strengthening of cultural ties between

different population groups. In Sweden, there is a national strategy for cultural diversity, aimed at creating a more inclusive society. Projects that promote cultural exchange between people of different cultural and ethnic groups are funded under this strategy.

Overall, cultural diversity in the creative economy not only reflects global trends but also serves as a powerful means for the development of creativity, economic prosperity, and social progress. It provides opportunities for innovation and new business models, making it an integral part of the modern cultural and economic landscape.

3.5. Development of recommendations to support cultural industries

The role of governments and international organizations in developing and implementing policies to support cultural industries is critically important. These institutions have the potential to shape conditions that foster the development, innovation, and sustainability of cultural industries.

To stimulate innovation and creativity, governments can introduce specific incentives that actively support the creative industries, crucial for the development of culture and a country's economy. One effective mechanism is providing tax benefits to companies and organizations engaged in cultural activities. This can include reduced income taxes for publishers, film studios, music labels, as well as VAT exemptions for cultural events and products. Another important tool is the provision of grants and subsidies for research and development in the field of culture. This can include funding for artistic research, support for technological innovations in creative industries, and grants for young artists and designers to realize their projects. Supporting startups in the cultural sector is also key. Governments can create special business incubators and accelerators providing mentorship, training programs, and initial funding for startups in media, art, fashion, and other creative directions. Additionally, governments can invest in the creation and support of cultural centers, museums, galleries, and other spaces crucial for the development of cultural initiatives. This includes funding for the reconstruction of historic buildings, the development of infrastructure for cultural events, and support for international cultural festivals and exhibitions. Lastly, the state can initiate and fund educational programs and initiatives aimed at developing creative skills and abilities, fundamental for the development of cultural industries. This can include scholarships for students of artistic specialties, funding for courses and workshops in creative disciplines, and support for academic research in culture.

Protecting copyright and intellectual property is key to stimulating creativity and innovation. Governments can take various measures to strengthen copyright and intellectual property protection:

- introduction and Updating of Legislation: Governments should ensure that national intellectual property laws meet modern challenges and international standards. This includes updating laws to account for digital technologies, internet piracy, and other contemporary challenges;

- collaboration with International Organizations: Governments can collaborate with international organizations, such as the World Intellectual Property Organization (WIPO), to ensure their laws align with international standards and exchange best practices;

- ensuring Effective Law Enforcement: This includes ensuring proper monitoring and enforcement of existing laws, including judicial and administrative protection of intellectual property rights;

- educational Programs and Awareness: Governments can conduct informational campaigns and educational programs to raise public and business awareness about the importance of intellectual property and the consequences of its infringement;

- support for Creators and Innovators: Providing support and resources for individual creators and innovative companies to protect their intellectual property rights, including assistance in rights registration, legal support, and funding.

Encouraging Licensing and Commercialization: Creating favorable conditions for the licensing and commercialization of intellectual property, which may include tax benefits for licensing agreements and facilitating platforms for trading rights.

International policies and agreements can promote cultural exchange and cooperation. This includes:

- international Cultural Exchanges and Festivals: Governments can fund and support exchange programs for artists, musicians, writers, and other creative professionals. This can include organizing international festivals, exhibitions, and fairs where creators from different countries can showcase their work and exchange ideas;

- joint International Projects and Productions: Governments can facilitate the creation of joint projects, for example, in cinema, theater, or literature. This can include funding for co-produced films or theatrical productions, collaboration in publishing, and other forms of cross-cultural creative collaboration;

- international Agreements and Partnerships: Governments can negotiate intergovernmental agreements that facilitate cultural exchange and cooperation. This can include agreements for joint funding of cultural projects, exchange of technical knowledge, and simplifying visa regimes for artists and cultural workers;

- international Research and Educational Programs: Governments can invest in international educational programs that promote cultural exchange and development. This can include scholarship programs for art and culture students, international research projects, and exchange programs for scholars and researchers in culture;

– international Platforms for Knowledge Exchange: Creating and supporting international online platforms where professionals from different countries can share experiences, best practices, and innovative solutions in culture.

Investments in education and infrastructure for cultural industries are important. This can include supporting educational institutions, cultural centers, and knowledge transfer networks, as well as developing digital infrastructure that facilitates access to cultural products.

Governments and international organizations should support cultural diversity, stimulating the development of local cultures and languages, and promoting inclusivity in cultural expressions. Effective policies and initiatives in this area can include the following implementation options:

– financial Support for Local Cultural Projects: Governments can allocate funds to support local cultural initiatives such as festivals, exhibitions, and cultural centers that reflect regional characteristics and traditions;

– language and Heritage Preservation Programs: Special programs for preserving and popularizing local languages and traditions, which may include funding for research, organizing educational courses, and developing educational materials;

– legislative Initiatives to Protect Cultural Heritage: Introducing legislative acts that protect cultural heritage from commercialization and excessive globalization influences, ensuring the preservation of authenticity and values;

– international Cultural Exchanges and Partnerships: Organizing and supporting international cultural exchanges that enrich cultural diversity and understanding between peoples;

– support for Multicultural Initiatives: Funding and supporting projects that reflect the multicultural nature of modern societies, aiming to promote inclusivity and diversity;

– development of Cultural Education: Implementing educational programs that foster understanding and appreciation of cultural diversity, including in school and university courses;

– support for Cultural Industries: Developing special programs to support cultural industries that preserve and promote local and ethnic cultures, including cinema, music, theater, and literature.

Overall, advancing effective governmental and international policies is crucial for creating an environment where cultural industries can thrive, innovate, and contribute to social and economic development.

4. Conclusion

In today's world, globalization plays an important role in shaping cultural management and the creative economy. This study aims to analyze the impact of globalization on these areas, identify key challenges, and develop strategies for adapting to new conditions.

1. Having analyzed the impact of globalization on cultural industries, it was found that cultural industries are significantly transformed under the influence of globalization. This is evidenced by the tendency to increase the volume of foreign content, digital transformation, and deepening cross-cultural interaction. This is reflected in the growing share of foreign films in the global box office, where they accounted for 40% in 2020, compared to 25% in 2010. The growth of digital platforms and streaming services (up to 70% of the market in 2023) is another dominant trend that points to the digital transformation in the entertainment sector (Ortiz-Ospina et al., 2018). Internationalization leads to the enrichment of cultural diversity and hybridization, but also poses challenges to the preservation of authenticity. Cross-cultural interactions that facilitate the creation of international co-productions have increased by 25% over the past five years. These phenomena reflect both local trends towards the interpenetration of different cultural contexts and global trends.

2. An assessment of cultural management strategies in the context of globalization has shown that localization of content, the adaptation of global material to local cultural characteristics, has proven to be extremely effective, ensuring high relevance for local audiences. In particular, this strategy allows you to create a deep connection with viewers while respecting the language, traditions, values, and customs of different cultures. The development of cross-cultural content, combining universal themes with elements of different cultures, not only attracts a wide international audience but also contributes to the expansion of intercultural dialogue. Furthermore, the use of digital technologies, such as social media, streaming services, and e-commerce, in digital integration strategies is revolutionizing content distribution by breaking down geographic and cultural barriers. This approach is rapidly expanding global presence and helping to raise awareness of cultural institutions. In particular, the examples of Netflix and the British Museum confirm the success of such strategies in attracting an international audience and increasing global awareness of their initiatives.

3. The study of the impact of digital technologies on the creative economy shows a transformation in cultural production. Digital tools expand the possibilities of creativity and production of cultural products, promoting innovation in art, entertainment and production. This transformation is also expanding markets, facilitating accessibility and introducing elements of interactivity, changing the way we perceive and interact with cultural content. However, it also raises challenges in the areas of digital security, accessibility and ethical use.

4. Having studied the role of cultural diversity in the creative economy, it was found out how the preservation and development of cultural diversity can contribute to the development of the creative economy. Cultural diversity not only encourages innovation and creativity, but also affects market oppor-

tunities, economic impact, and social inclusion. Innovation and creativity, which are fundamental components of the creative economy, depend to a large extent on cultural diversity. Different cultural, ethnic, and social backgrounds foster the cross-cultural exchange of ideas, creating an ideal environment for innovation. Data from the European Union confirms that companies with cultural diversity in their teams experience a 19% increase in innovation revenue, indicating that this diversity stimulates creative thinking and original ideas. For example, companies that actively utilize cultural diversity, such as Google and Apple, not only create innovative products but also successfully operate in international markets by understanding different cultural needs and preferences. Such diversity helps integrate different markets and contributes to global economic growth.

5. Recommendations proposed to support cultural industries included a variety of measures aimed at strengthening copyright and intellectual property protection, which is considered key to fostering creativity and innovation. First, governments should improve and update national legislation in this area, ensuring that it meets modern challenges and international standards. The second aspect is to cooperate with international organizations, such as the World Intellectual Property Organization, to harmonize legislation with international standards and share best practices. The third initiative involves ensuring effective enforcement of laws to properly monitor and enforce intellectual property rights. Educational programs and public awareness, support for creators, and promotion of licensing and commercialization of intellectual property complement this set of measures.

Scientific novelty. The scientific novelty of the study lies in its comprehensive analysis of the interaction between globalization and cultural management. Particular attention is given to the impact of digital technologies on creative industries, the role of cultural diversity, and the importance of intellectual property in the context of globalization processes.

Significance of the study. The significance of the research lies in its theoretical and practical value. Theoretically, the work expands the understanding of the impact of globalization on cultural processes and industries. Practically, it provides tools and recommendations for cultural managers and policymakers aimed at effectively leveraging the potential of globalization for the development of the creative economy.

Prospects for further research. Regarding future research prospects, this work paves the way for more detailed analysis of specific aspects of globalization, such as the impact of intercultural communication on creative processes or the role of digital transformation in the development of local cultural industries. Particular attention should be paid to researching the impact of globalization on cultural identity in different geographical regions.

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