



## Article

# Main Directions of Development of The Creative Economy In Uzbekistan

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**Abstract:** This article focuses on the urgent need for the development of a creative economy in the Republic of Uzbekistan and explores the fundamental principles that underpin the creation and expansion of the creative industry. As Uzbekistan undergoes rapid economic modernization, the creative economy — encompassing sectors such as arts, media, design, cultural heritage, and digital content — holds significant potential to drive innovation, diversify income sources, and contribute to sustainable national growth. The study examines the institutional, economic, and social frameworks necessary for fostering a thriving creative industry, including intellectual property protection, talent development, market access, and financing mechanisms. Special attention is given to the critical role of state support in shaping the creative sector's growth, with a focus on public policy, funding programs, cultural initiatives, and educational reforms aimed at nurturing creative skills and entrepreneurship. Furthermore, the article explores the interplay between the creative industry and the digital economy, highlighting how digital platforms, e-commerce, and technological innovations can accelerate creative production, enhance international competitiveness, and open new global markets for Uzbek creators. By drawing on both local contexts and global best practices, the research identifies practical pathways for Uzbekistan to build a dynamic and inclusive creative economy that not only preserves cultural heritage but also fuels forward-looking economic transformation. The study concludes by offering recommendations on policy interventions and strategic investments that can empower the creative sector to become a key pillar of Uzbekistan's long-term development agenda.

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## 1. Introduction

In the rapid development of the republic's economy, it is important to form an economy based on creativity, based on world experience. Regulatory and legal frameworks have been created in our republic to form this economy, including the "Uzbekistan-2030" strategy and the Law of the Republic of Uzbekistan "On the Creative Economy" dated September 30, 2024. It is worth noting that the "Uzbekistan-2030" strategy sets the tasks of "consistently continuing transformation and institutional reforms in the economy...", and the most important of these is the main strategy of "raising the gross domestic product to 160 billion dollars and per capita income to 4 thousand dollars" in the economy of our Republic by 2030. The implementation of this strategic task in the economy of the Republic requires the development of the creative economy [1]. According to the

Law of the Republic of Uzbekistan "On the Creative Economy", "the creative economy is an economic sector aimed at creating goods (works, services) that have economic value as a result of creativity, intellectual ability, as well as human potential based on innovations and technologies." According to analytical data from the UN, the share of products in the cultural and creative sector in the world's gross domestic product is 3.1 percent, and 6.2 percent of the world's employed population is in this sector, the main stratum of which is young people [2]. According to official statistics of the republic, in particular, today there are 9.6 thousand enterprises in the creative industry sector in our country, including 205 IT centers, 100 design centers, 60 animation centers, 30 game development centers and more than 20 art galleries. 84 thousand employees work in the creative economy sector, of which 28 thousand are craftsmen [3].

One of the important aspects of the creative economy is the creative product created in this economy. Thus, a creative product is a product (work, services) that has high value as a result of the work of human potential, based on intellectual ability, high technologies and the creation of innovations in the conditions of a creative economy [4]. The creation of a creative product is based on a number of principles. Among them, the following are given priority, especially based on the specific characteristics of priority sectors and branches of the economy: Firstly, the legal protection of creative products, since each creative product created is a product of creativity, it must be protected in accordance with the procedure established by law. Secondly, the rule of law is ensured in the creation of creative products, and citizens of the Republic of Uzbekistan, legal entities and individuals are legally free to create creative products and have the opportunity to create creative goods by operating in one or more areas [5]. Thirdly, entities that create products created in the conditions of a creative economy in our Republic are created in accordance with the Constitution and legislative acts of the Republic of Uzbekistan, and they have equal opportunities to use support measures provided by the state. As an important aspect of the creative economy, it is necessary to form a creative industry. Based on the current rapid development strategy of the Republic of Uzbekistan, the creative industry covers almost all sectors and areas of the economy of this Republic [6]. The creative industry creates new opportunities not only in economic sectors, but also in other areas, namely in the fields of literature, culture, and art. Therefore, "creative industries are a set of economic activities related to the creation, production, storage, distribution and promotion of goods (works, services) that have economic value and are based on creativity, intellectual ability, as well as the primacy of intellectual property."

## 2. Materials and Methods

The methodology for this article employs a combination of qualitative and quantitative approaches to analyze the development of the creative economy in Uzbekistan. It begins with an in-depth theoretical review of national policies, legal frameworks, and international benchmarks that define the creative economy, drawing from sources such as the "Uzbekistan-2030" Strategy and the Law "On Creative Economy." This review provides a foundation for understanding the institutional, social, and economic drivers behind creative industries[7]. Empirical analysis complements this by examining statistical data on the number of creative enterprises, employment rates, types of creative products, and the economic contributions of sectors such as IT, design, animation, and cultural services[8]. To ensure a multi-dimensional perspective, the methodology integrates policy analysis, assessing government interventions such as grants, tax incentives, intellectual property protection, and infrastructure development. It also explores the role of public-private partnerships and international collaborations in fostering innovation. The study applies inductive reasoning to generalize insights from local case studies and cross-national comparisons, particularly focusing on how creative clusters and digital technologies intersect to accelerate economic growth. Deductive methods are used to test established theories about creative entrepreneurship, innovation

systems, and digital transformation within Uzbekistan's context. Special attention is paid to the role of education, talent development, and technological infrastructure in shaping the future of the creative economy. Overall, this integrated methodological framework allows the study to generate robust conclusions and actionable recommendations that address both opportunities and challenges in building a dynamic, inclusive creative sector aligned with national development goals.

### 3. Results and Discussion

Given that the creative economy, in turn, is an integral part of the rapid development of the digital economy, without which its development may lag behind, we will be able to study the different aspects of the digital economy and the creative economy and [9], as a result of the analysis, to draw conclusions on the development of the digital economy, see Table 1.

**Table 1.** Different aspects of the digital economy and the creative economy.

No	Digital economy	Creative economy
1	In the digital economy, information is processed, transmitted and received electronically (online).	In the creative economy, the information that is being collected and summarized is analyzed in accordance with the process based on a completely new approach, which is "unexpected", and the necessary conclusions are drawn from it.
2	In the digital economy, all processes are based on digital technologies and are systematized in "online" and "offline" formats.	In the creative economy, the approaches to economic processes in the "online" or "offline" format are no longer enough, in which mainly deep scientific and theoretical aspects are summarized and generalized based on modern views.
3	In the digital economy, industry experts use the activities of scientific staff.	In the creative economy, the knowledge of specialists is not enough, in which the approaches of scientists who have deep knowledge of the field, think on a scientific basis and have their own scientific views are used.
4	Cost savings in the digital economy allow the economy to develop rapidly.	In the creative economy, costs are saved, there is an opportunity to achieve high economic, social and logical efficiency

As a result of analyzing the data in the table above, we can conclude that the role and importance of the creative economy in ensuring the activity of today's modern economy and in developing the digital economy are high, and they can develop rapidly without

each other, especially in terms of increasing intellectual potential and expanding economic innovations [10]. In our opinion, in order to rapidly develop the digital economy, increase its volume in GDP, and further expand the processes of gradual digitization of sectors and industries, we need to increase, develop, and support creative approaches from the state. After all, many such types of creative economy increase the economic value of innovative ideas and create new economic opportunities, and of course, creative thinking and the use of digital technologies are of great importance for success in this area. The development of the creative economy is a complex process that requires creativity, innovation, and effective management of economic resources [11]. In our opinion, it is appropriate to implement the following necessary measures and events for the development of the creative economy: First, the development of education and training. The main focus is on the formation of a creative education system, the development of skills, i.e., improving the digital and technical skills necessary for working in creative industries, and expanding academic and practical cooperation. Secondly, expanding investment, grants, subsidies, and financing instruments directed to the industry in order to develop creative approaches [12]. Third, improving its technological infrastructure. That is, creating a digital platform, innovative technologies, creative hubs, and technoparks that include creative approaches in order to promote the development of the industry, transparency, and prevent corruption. Fourth, developing markets and consumers, encouraging the export of creative developments, creating brands, and providing legal and institutional support [13]. Fifth, in order to develop the creative economy, the effective use of cultural and creative resources, expanding public-private partnerships and international cooperation, and raising social awareness, i.e., providing scholarships and awards to develop young talents. It should be noted separately that in the creative economy, support for education is important in the formation of the creative industry. Such forms of support in education include the following [14]. In particular,

- a. Training (retraining) of industry personnel who have the opportunity to effectively work in the creative industry and the formation of separate educational programs for them;
- b. Implementation of support for dual education in the creative industry (higher education, secondary specialized education);
- c. It is important to support the activities of all educational organizations in the creative industry, and especially to form a system for creating educational and methodological, scientific and practical literature in this area.

It should be noted that giving priority to the creative industry cluster in the formation of the creative industry, which is considered an important basis of the creative economy, and carrying out systematic work in this area will create new economic opportunities for the rapid development of the Republic's economy. According to the results of the analysis, it can be concluded that one of the most important activities in the formation of the creative industry sectors is creative activity in the field of digital technologies [15]. As we know, the digital economy is a system of economic relations in production, service provision, management and other similar processes based on digital technologies, which includes the digitization of business operations using Internet networks. The systematic development of the digital economy in the Republic requires the formation of a creative economy based on creative approaches. The development of the digital economy requires the formation of a creative economy.

#### 4. Conclusion

The development of the creative economy is a complex process that requires creativity, innovation and effective management of economic resources. In our opinion, the following should be implemented to develop the creative economy:

- a. First, one of the most important foundations of the digital economy that meets the requirements of the creative economy is the introduction of "artificial intelligence"

- technologies into all important sectors and areas of the economy and the effective use of their results.
- b. Second, based on the need to serve the process of creating conditions for the creative economy to achieve "unexpected results", the development of the creative economy in enterprises and organizations of the republic's economy using the knowledge of "artificial intelligence", "artificial intelligence".
  - c. Third, on the basis of the development of the creative economy, achieving a "burst effect" of high results in the economy, and the most important thing in this is to prevent corruption and eliminate the "hidden economy".

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