

implement the necessary technologies to increase the effectiveness of measures in industrial safety and occupational health.

Demographic, globalization processes and Industry 4.0 technologies fundamentally are changing the world of work, its institutions, organizational structures, the labour market parameters and safety requirements, and leading to the emergence of a new paradigm “Work 4.0”.

Work 4.0 is a concept that discusses the future of work in the EU. It describes how the world of work will gradually change in the coming decade in response to Industry 4.0 and digitalization. Conceptually, Work 4.0 reflects the current phase of labour relations and is characterized by a high degree of integration and cooperation, the use of digital technologies (for example, the Internet) and increased flexibility in the work organization. Its drivers include digitization, globalization, demographic changes (ageing, migration) and cultural changes. The concept involves the following points: the transformation of economic sectors and types of activity and their impact on employment; the creation of new markets and new forms of work through digital platforms; issues related to Big Data (e.g. data protection); the relationship between the use of human and machine labour (depreciation of experience, individual support); the possibility of flexible working conditions regarding time and location; significant changes in organizational structures.

A modern workplace concept was developed using the paradigm “Work 4.0”. It includes such policies as a transition from unemployment to employment insurance, facilitating flexible working hours, new ergonomic approaches to occupational safety and hygiene, data protection, joint definition and participation of social partners in labour relations, improvement of social welfare for self-employed persons, etc. Thus, “Work 4.0” is a new social and labour reality of the beginning of the 21st century formed under the influence of current realities.

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## **FORMATION OF THE THEORY OF INTELLECTUALISATION IN THE CREATIVE ECONOMY**

Economic theory is being transformed by the accelerating development of information and communication technologies. The emergence of a new form of capital, intellectual capital, based on the commercialisation of knowledge, the formation of information costs, and the development of artificial intelligence, also contributes to changes in economic sciences. This is how the new, post-industrial concept of the creative economy was formed. The creative economy is a system of relationships in the exchange and consumption of intellectual, educational, media, information and digital goods and

services. The main products in the creative economy are the results of creative and intellectual human activity. Therefore, intelligence becomes a driving force and acquires the characteristics of a means of producing creative products. The signs of intellectualisation of the creative economy are as follows:

- constant saturation with new knowledge and technologies for its application;
- resilience to economic production cycles along with dependence on public opinion formed by communication influences;
- the need to accumulate knowledge and master soft skills;
- openness and accessibility of information and knowledge provoke threats of loss of property rights to them, and therefore require legal protection and mechanisms of cyber copyright protection;
- the dynamism of artificial intelligence development and diffusion of innovations provoke competitive challenges to the exclusivity of creative products, which requires continuous improvement of human competences and modernisation of technologies.

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## **DETERMINANTS OF INNOVATION ACTIVITY IN THE CONTEXT OF ECONOMIC RECOVERY IN UKRAINE**

Before the beginning of the full-scale military intervention, the share of innovatively active enterprises in Ukraine was gradually increasing. But Ukraine's innovation capacity remains insufficient compared to developed EU countries. Military threats also have a negative impact on the activation of innovation potential. To intensify the innovative development of the national economy, it is necessary to create favourable conditions for innovative research, attract investment, develop scientific and technical potential, and ensure access to innovative resources and technology markets. The share of innovatively active enterprises may be unevenly distributed across different sectors and industries. Some sectors that are more dependent on scientific research and technological development may have a higher share of innovatively active enterprises.