

Towards regional market of creative industries and “creativisation“ of Western Balkans economy

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The objective of this paper is to compare and analyze developmental role of the creative industries in Western Balkans countries (Serbia, Bosnia and Herzegovina, Croatia, Montenegro, Albania, Macedonia) for the period 2000-2012. Statement and trends of creative industries development is analyzed by cross-country based structural analysis that explains economic situation in creative industries of the selected countries with special emphases on impact of the economic crisis and institutional framework on their position and development. The creative industries are studied on the basis of some selected variables- employment, gross value added, business activities (size and structure of creative sector), trade performances, etc. as well as their contribution in fostering economic growth and development in Western Balkan countries (“creativisation” effect). Institutional framework is study by evaluation of economic, legal and organizational-administrative measures and their influence in supporting or limiting developmental process in creative industries.

The paper aim is also to provide analysis of options and potential effects of the creation a regional market of creative industries in the Western Balkans. The idea of a common creative industries market in the territory of the Western Balkans is based on the assumption that this regional market would include existing national creative industries markets in the area of mentioned region, providing possibility for expansion on other countries in the wider environment of the region. Creation of this regional creative industries market can be understand as a positive component of the integration process of the Western Balkans into the EU, but also as a important step towards the stability of the national creative industries systems, better nurturing of creativity, creative industries sustainable development in all the Western Balkan countries, especially in the

conditions of economic crisis as well as higher level of “creativisation” of Western Balkans economy.

The main hypotheses which should be validated are: What is the economic contribution and potential of creative industries in Western Balkan countries? Do they can affect the catalytic conditions of the economic crisis in Western Balkans? How institutional framework influenced development of creative industries in Western Balkans? Which innovative policy response should be developed for encouraging of creative industries in Western Balkans? How creative intangible assets could be transforming into better source of economic development and what can be effects of “creativisation” of Western Balkans economy? What are options and potential effects of the creation a regional market of creative industries in the Western Balkans?

Keywords: Public Policies, Creative Industries, Western Balkans, Economic Development, Regional Market, Employment, Gross Value Added, Creativisation of Economy.