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CREATIVE MANAGEMENT IN MODERN BUSINESS CONDITIONS

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Management of the creative management system as a factor of shaping the competitive advantages of an innovative organization is especially important in today's unstable economic situation. In modern conditions, creativity and its factors are the determinants of successful managerial activity, as they contribute to the rapid adoption of decisions, the development of original strategies, the introduction of innovations and the realization of other significant managerial functions. Managerial creativity is the social and professional competence of stakeholders, implying the capacity for productive activity, the result of which is the formation of new, non-standard approaches, technologies and methods of exercising functions to guide social groups and organizations.

Therefore, one of the main trends in the internal environment of the organization has recently been the search for creative solutions to optimize the working capacity of the team. In many companies, special positions of creative managers appear, designed to "tune" the relations in the team, the conditions for work, to establish corporate culture within the organization.

To move to an innovative economy - "the economy of knowledge", which is based on innovations, discoveries and "breakthroughs" in theory and practice, a new creative approach is needed. All this is impossible without a new model of modern management, the main characteristic of which is creativity - the ability of specialists to generate new ideas; orientation on the modern quality of life of the consumer [1]. Today, such a concept as a creative manager or manager of a research and strategic type is quite popular and widely used. The current condition of management is the need for generating

new ideas, research, and making strategic decisions [2]. Creative management is based on the mechanisms of teamwork, for which the potential of each employee is significant. Therefore, it is important to create a team that will not only work smoothly and efficiently, but also will bring additional benefits to the company.

Creative management is the effective management of resources, structures and processes to achieve specified goals using non-standard (creative) approaches [1]. Creative management of the organization is considered as a technology to increase the efficiency of activities in the current conditions of economic development. Improving the management of the creative potential of the enterprise in the current environment of a changing economic environment and the growing level of competition provides for the development of new approaches to solving scientific and practical problems.

In many domestic organizations creative thinking of employees does not develop and as a result the potential of creative employees aimed at new discoveries and ideas breaks down about the "rocks of indifference" of other employees. Getting into such a collective, a beginner feels that his ideas are not welcomed and, accordingly, is adjusted to the mechanism of the work of the team. The result is standard thinking and the loss of the ability to generate ideas and implement them.

In brainstorming, companies that are ready to use the creative potential and ideas of their employees demonstrate the greatest productivity. The most delicate moment in the organization of creative management is the formation in the goal-directed development of a leader or manager of the skill of independence as the basis of a corporate culture that supports innovation and stimulates innovative solutions. However, the creativity and innovation of an individual person does not always benefit the company, especially if the corporate culture does not attach high value to new ideas, and when the company does not have tools that motivate creative decision-making.

So, the main resources for managing the innovative thinking of the group are [2]: team building; formation of corporate identity; the introduction of the value of novelty and uniqueness of solutions (ideas); the possibility of analytical and practical testing of ideas. To the interests of creative management can be attributed tasks for creation of creative potential (training, information saturation, improving professional skills, creation of conditions and incentives for creative activity). The result of creative activity is intellectual production, which includes all the results of this activity from an idea to innovation [3]:

Creative management is based on modern technologies of creativity and teamwork. The main goal of creative management is the creation and

motivation of human capital activities, the activation of its creative potential. Holding meetings and business games using heuristic methods (brainstorming, empathy, etc.) gives, as a rule, many ideas, fundamentally new approaches to solving various types of management problems. In the modern business environment most organizations are applying the creative management approach, which provides competitive advantages.

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**STUDYING PARAMETERS AND CONDITIONS OF THE
DEVELOPMENT OF AIR ENTERPRISES' LEADERSHIP
POTENTIAL**

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Air enterprises' operate in an area where active competition prevails, which determines the need to create powerful advantages that would allow them to best meet the relevant needs of consumers in the air transport market. From this perspective, the issue of the formation and development of leadership potential of airlines is highly urgent.

In the capital-intensive airline industry air carriers should carry out their business activities in accordance with key success factors that will be specific landmarks in the achievement of the developed mission, goals and strategies [1]. Thus, activity of airlines should be well planned and managed for the high level of leadership potential. Identifying inappropriate key success factors can complicate the achievement of goals or even make them unattainable.

Air enterprises operate in a field where the combination of stability and flexibility is required [2]. The first should be provided by forecasting trends