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CREATIVITY - THE MAIN WAY TO OVERCOME THE ECONOMIC CRISIS CAUSED BY THE COVID-19

In the XXI century, world industrialized countries are developing innovatively and special attention is given to a person with creativity and non-standard thinking. The most important factor included in the national wealth (human assets, natural treasure and industrial capital) is human potential taking 75% in developed countries and 25% in Georgia.

In a globalized world, under high competitive environment, technologies and information can be duplicated and only humans and his/her creative capacity appear unique. That's why creativity is considered to be the strongest weapon for the development of economics. Therefore, studying the said matter is very important and topical, especially in the current pandemic environment as only a group of creator and thinker persons will be able to get out of our country's economic crisis by correct decisions and complex activities and find the right vector for the development.

Innovative factors of competitiveness of human capital play a leading role in the contemporary economical system. The creation and implementation of innovations are connected with intellectual capital, which is a basic element in human capital. Creativity or the ability to create new knowledge is the main component for not only a person and company, but national economics. This topic has gained a special actuality in the pandemic environment; not only in Georgia, but the whole world has faced strange and new virus, which caused health problems and stopped the world economics. Right and timely steps are necessary to take against it, which means to use not old methods and experience, but implement non-standard activities as the pandemic itself is new and there were now ways against it established in the practice. It differs from all other economical collapses, known for the world so far.

The thesis includes our conclusions and strategies, which are necessary to be considered for the economic growth and improvement of living standards, in particular, the country's active role in the economics, coordinated relationship and cooperation between the country, business and higher educational institutions, investments in the implementation of innovations and generation of creative business ideas in human capital because, without a competitive creative person, it is impossible to find a way out of the impasse and start economic development of the country.

Key words: COVID-19, innovations, digital transformation, technologies, online-platform, creative person, creative approach to problem.

The pandemic has radically changed not only the reality of Georgia but the whole world and forced the economy to move on new rails. Therefore, many issues have become topical, especially how states can deal with today's challenges. Due to the Coronavirus a lot of fields and organizations moved to online regimes throughout the country. Therefore, digital transformation has become actual. It refers to the education field, commercial banks, public services and private businesses. Both providers and consumers had to adopt novelties. The pandemic highlighted the importance of innovations as people actively started to use the online platform supporting the development of people's skills for a digital world. For instance, instead of going to the bank, they became mobile bank users. Moreover, fulfilling the operations by going to the bank, became accessible

through the internet too. Time saving became possible, which may be counted as a positive result of the pandemic.

Since 2020, the pandemic has taken first place among important problems of the world and shaded such significant issues as climate change, conflicts, armed conflicts, poverty, etc.

It is necessary to find out a quick way out of the crisis because poverty and unemployment have increased in our country, which was not an economically strong country before. Moreover, the pandemic caused a big loss not only to minor businesses, but self-employed persons, tourism, and enterprises were closed down, imports and exports decreased. All these were reflected in the prices, first aid items and medications became expensive for people who lost their jobs and incomes. It also made more difficult to pay bank credits, because interest rates increased. Unfortunately, it is impossible to solve all these problems with minimal packages offered by the government.

Coronavirus caused a significant crisis in developed countries. However, the USA maintained proper measures and allocated 9 trillion dollars for the crisis. As for Europe, its economy had decreased by 3.5 % by the first wave of 2020.

The pandemic made the world face a new reality: people lost their jobs and a source of income. Fields such as tourism, transport, catering places, restaurants, gyms, show-business, etc. were damaged. Besides, most people locked themselves at home to avoid the virus, which in its term caused stress and scare. This fact conditioned the shortage of human interactions, which is so essential. Economic growth and development were set back. Ones managed to get the pandemic reality, shifted to an online regime and carried on working for the population and saving themselves and their businesses. Thus, the pandemic has taught all the fields and presented itself as a complex problem. As a result of evaluations, economic growth was 4% in 2020. Based on the Monetary fund, economies of 152 countries decreased, while in 37 countries it slightly increased.

Post-pandemic economic growth 2020

Country	decrease %
Libya	- 58.7
Venezuela	-15
Lebanon	-12
Belize	-12
Palau	-11.9
Seychelles	-10.8
Greece	-10
Italy	-9.1

Croatia	-9
Montenegro	-9
Georgia	-4

Source: Monetary fund

Georgia met the pandemic not prepared, which was reflected in every field and paralyzed everything. Especially noteworthy is the field of education, moving to online teaching caused a lot of problems, in particular, no internet access in mountainous regions and socially vulnerable households, lack of online teaching skills for teachers and parents, children's psychological unpreparedness and turning the situation from a school desk to online lessons. Existing reality required the development of digital skills for the people involved in teaching processes.

However, the mentioned virus can be discussed not only as a virus and handicap for the country's economy but also as a possibility for the development and implementation of innovations, which will soon make us close to the economics of developed countries and their living standards. It's clear, that an optimal and proper solution is necessary to find a way out of the crisis, which must be not standard but different and creative, adequate and relevant for a given situation. It's obvious, that not only Georgia met the Coronavirus unprepared, but the whole world. Therefore, it's necessary, to work out innovative and different methods to overcome the crisis. It much more determined the importance of a creative, knowledgeable person's role, who will quickly adapt to the situation and lead the country in a different but proper way.

During the crisis caused by the pandemic, the import decreased, accordingly, the development of manufacturing became necessary. Some people got back to villages and started their agriculture. Organic products are the guarantee for a healthy life, which means the investments in agriculture will gain many positive results, e. i. healthy population, healthy production, export stimulation, growth of income and economic wealth.

Many companies not only managed to keep their staff but also coped with the extreme situation and offered production and various services to customers with the help of online platforms. They appeared flexible even during force majeure and studied or obtained different jobs, which came out as necessary during COVID-19. Some companies were even born during the pandemic: they were established during Corona as a result of creative thinking. Such examples are pharmaceutical companies, facemask enterprises, producers of medical overalls, hand sanitizers, etc.

The pandemic, which covered the whole world, will not be finished by the independent activities of certain countries. It requires effort and support from the world. That's why the world is unified at this stage, which can be counted as a positive effect of the pandemic.

Overcoming the crisis depends on proper activities and directions of the development elaborated by our country. Investments in important fields along with staff training for obtaining demanded professions are necessary. As professor G. Jolia mentions, “due to the pandemic, the investment policy of the country will be changed and updated to overcome negative economic outcomes caused by the pandemic crisis under the conditions of joint/multiple investment agreements. Significant changes will be implemented in international industry, which will change old paradigms of investments and development – instead of investing in immovable capital, putting money in high-technological IT services. Moreover, changing paces in developing countries will be speeded up, scales of digital technologies and automatization in industry and internet trade will be increased and the orientation of foreign investments toward cheap workforces and recourses will be decreased, however, it will be increased in “Green” and “Blue” economics, water supplying and sanitary, high-technological fields and using alternative sources of energies to achieve global goals of sustainable development. (5. P. 109)

Under the conditions of Covid-19, when the country and the whole world face crisis and economic challenges, it is important to find out not standard ways to solve the problem. The digitalization of the economies is important in these circumstances. Nowadays, digital transformation has gained a special significance. Based on technologies and digital transformations, a company gets new opportunities, solves problems, improves processes and finally, qualitatively better approaches to the job are implemented in the company. Under the conditions of today’s strict competition, digital technologies take the most important place. First of all, digitalization aims at creating an ecologically clean environment, decreasing expenses and settling down in digital global economics. Today, the route of competition goes through digital transformation. To support the development of the digital industry, it is necessary to save knowledge and experience which is recognized by the EU. By implementing a digital strategy in a company, an organization becomes more flexible and successful, saves expenses and last, the company gets competitive. Digital transformation can be implemented in one or several directions: human recourses management, customers relationship, business operations and processes. However, the digital transformation has its steps. At first, a vision of digital transformation oriented for the company must be determined, then, the company’s opportunities and financial outcomes of strategic planning must be evaluated, digital policy oriented on the strategy must be developed and finally, it must be implemented and supported during the implementation process. Due to the virus, Georgia has faced the mentioned challenge. To solve this problem, it is necessary to deal with staff issues in IT companies and get quality technological knowledge and experience, which will be competitive not only in the local market but also abroad. The crisis caused by the pandemic made the world upside down and changes occurred in all the fields, which speeded up the processes of digital transformation. Almost the whole world applied distance working and teaching models and the role of technologies was increased. World crisis condition a big demand for IT specialists, and organizations managed to complect their companies with IT specialists. Projects implemented in the field of education are noteworthy, in particular, the projects

of wireless spots in 200 secondary schools, establishing an electronic journal, equipping Kutaisi international University with full technics, etc. The project created by the company "Orient Logic" to support other companies can be also considered a positive result of the pandemic. The name of the mentioned project is Support. ge and gives consultations to various organizations under the terms of world crisis. In terms of digital economics legislation, Georgia takes the last place among Eastern Partnership countries. The countries try to issue legislation about digital economics and fit the investment environment to the challenges of the fourth industrial revolution. Similar topics are not at the center of attention in Georgia. Dealing with many issues is important for digitalization, in particular, the internet must be accessible for everyone and not only for certain segments. Technologies must be used efficiently. It is necessary to digitalize not only big businesses but also small and average enterprises. In small enterprises, it is determined by a shortage of recourses, inaccessibility to technologies and unqualified personnel. However, small business plays a significant role in the country's economy and employment. That's why it is necessary to implement and use digital technologies by these companies. Applying digital transformation leads to innovations, which requires creating a relevant environment, supporting start-ups, decreasing bureaucracy, and research activities, and cooperation of the educational sector and research sector for the commercialization of innovations. Digitalization imposes new opportunities and also challenges on society. It is necessary to improve the skills of working recourses and change them according to existing reality. Implementation of digital transformation is necessary to arrange the world changed after the pandemic because, in other ways, it is impossible to appear on the digital map of world economics. Besides, it is necessary, to raise awareness about cyber security. It will be good to create online teaching courses in healthcare, education, economics and all the other fields. These courses must be oriented toward the digitalization of the whole country, developing digital skills and supporting the population. In this term, it is necessary to establish much better cooperation with Microsoft and create educational programs and applications considering Georgian reality.

Today, while the world is waiting for a new wave of the pandemic, the development and growth of social packages are very important to avoid starvation. In addition, sending the army of unemployed people and in general, human recourses into the field of agriculture and manufacturing is essential. Thus, a creative person is required to move life standards on new, better rails. Therefore, the role and appreciation of a creative person will be increased. Applying to not standard approaches is necessary during and after the pandemic because there are no "readymade receipts" for overcoming the crisis. Therefore, Coronavirus must be considered not a stagnation for the country, but a challenge and positive force stimulating the orientation of the innovations.

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