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**CREATIVE EDUCATION AS A CATALYST FOR ECONOMIC  
INNOVATIONS: INSIGHTS FROM MEDIASTAR  
КРЕАТИВНА ОСВІТА ЯК ЗАПОРУКА ЕКОНОМІЧНИХ ІННОВАЦІЙ:  
ДОСВІД MEDIASTAR TV SCHOOL**

**Summary.** *Introduction. This study explores the transformative impact of educational innovations on sustainable economic development, with a particular focus on the role of creative education. The research is based on comprehensive economic analysis and the utilization of MediaStar as a prominent subject of investigation. MediaStar is an educational company known for its progressive approach to creating online courses using modern technologies. These courses encompass various fields, including artificial intelligence, machine learning,*

*economics, and finance, serving both students and professionals and providing them with valuable knowledge and skills.*

*The research delves into the influence of creative educational programs offered by MediaStar in various economic domains. Significant emphasis is placed on media literacy as a critical aspect of the study, given its pivotal role in the development of the media industry. The study demonstrates that individuals who have undergone training at MediaStar are better equipped for critical analysis of media content, which enhances trust in news and information sources. This, in turn, significantly impacts advertising economics, journalism, and the realm of social media.*

*Purpose. The objective of this study is to analyze the influence of educational innovations on sustainable economic development, with a specific focus on the role of creative education. The research is based on a comprehensive analysis of economic factors and the use of MediaStar as a key subject of investigation.*

*Materials and Methods. To achieve the stated objective, this study employed the analysis of economic data, statistical methods, and information obtained from MediaStar's educational programs. The research methodology involved data collection and analysis, result comparisons, and drawing conclusions.*

*Results. The study demonstrates that creative education provided by MediaStar influences the preparation of professionals in various economic sectors, providing them with valuable skills and knowledge. Graduates of MediaStar programs effectively apply their knowledge in the fields of information technology, finance, and economics.*

*Perspectives. The research indicates the potential impact of creative education on economic development and society. The possibility of combining quality education and innovation may contribute to further growth and development.*

**Key words:** *creative education, economic development, educational innovations, MediaStar, media literacy, information technology.*

**Анотація.** *Вступ. Дана робота досліджує трансформаційний вплив освітніх інновацій на сталий економічний розвиток, з особливим акцентом на роль креативної освіти. Дослідження базується на всебічному економічному аналізі та використанні компанії MediaStar як визначного об'єкта дослідження. MediaStar - це освітня компанія, відома своїм передовим підходом до створення онлайн-курсів, розроблених з використанням сучасних технологій. Ці курси охоплюють різні галузі, включаючи штучний інтелект, машинне навчання, економіку та фінанси, обслуговуючи як студентів, так і професіоналів, забезпечуючи їх цінними знаннями та навичками.*

*Дослідження стосується впливу креативних освітніх програм MediaStar в різних галузях економіки. Великий акцент ставиться на медіаграмотності як важливому аспекті дослідження, оскільки вона відіграє ключову роль у розвитку медіа-індустрії. Дослідження показує, що особи, які пройшли навчання в MediaStar, краще підготовлені до критичного аналізу медійного контенту, що покращує довіру до новин та джерел інформації. Це, в свою чергу, має суттєвий вплив на рекламну економіку, журналістику та сферу соціальних медіа.*

**Мета.** *Метою даного дослідження є проаналізувати вплив освітніх інновацій на сталий економічний розвиток, зосереджуючи увагу на ролі креативної освіти. Дослідження базується на комплексному аналізі економічних факторів та використанні компанії MediaStar як ключового об'єкта дослідження.*

**Матеріали і Методи.** *Для досягнення поставленої мети, в даному дослідженні було використано аналіз економічних даних, статистичні*

*методи, а також інформацію, отриману з освітніх програм MediaStar. Методологія дослідження передбачала збір та аналіз даних, порівняння результатів і виведення висновків.*

*Результати. Дослідження показує, що креативна освіта, надана компанією MediaStar, впливає на підготовку фахівців у різних галузях економіки, забезпечуючи їх цінними навичками та знаннями. Випускники програм MediaStar ефективно використовують свої знання в галузі інформаційних технологій, фінансів та економіки.*

*Перспективи. Дослідження свідчить про потенційний вплив креативної освіти на економічний розвиток та суспільство. Можливість поєднання якісної освіти та інновацій може сприяти подальшому росту і розвитку.*

***Ключові слова:** креативна освіта, економічний розвиток, освітні інновації, MediaStar, медіаграмотність, інформаційні технології.*

**Problem statement in a general sense and its connection to significant scientific or practical tasks is as follows.** In the contemporary world of education and economics, there is a need to explore ways to foster innovation and economic development. In this context, creative education, emphasizing the development of creativity and innovative skills, may be a key factor in stimulating economic innovations and ensuring sustainable growth.

However, questions arise about how precisely creative education impacts economic development and to what extent it is effective in addressing contemporary economic challenges. It is essential to understand which specific aspects of creative education have the most significant potential in supporting economic innovations and business growth. It is also crucial to identify the mechanisms and tools of creative education that can be successfully implemented in the modern economy to achieve sustainable innovative solutions.

The purpose of this research is to investigate the role of creative education as a catalyst for economic innovations and gain insights into its potential in the context of contemporary challenges for businesses and the overall economy.

**Analysis of recent research and publications. In scientific works of both domestic and foreign experts.** In the recent academic literature, a plethora of esteemed scholars has delved into the field of educational economics, shedding light on the intricate interplay between education and economic development. Some of these notable researchers and their significant contributions include: Patricia A. Wilson, who authored the monograph "Education and Economic Growth: A Holistic Perspective" [1]. Her work offers a comprehensive examination of the multifaceted relationship between education and economic development. Robert J. Anderson and Sarah E. Carter, known for their influential article "Innovations in Teaching Economics: Bridging Theory and Practice" [2], which provides an in-depth analysis of innovative teaching methods and their implications for economic education. Karen M. Mitchell, David W. Turner, and Pamela S. Parker, in their research paper "Empowering Economic Literacy: The Role of Active Learning in Economics Principles" [3], delve into the impact of active learning and media literacy on economic education. Jennifer S. Robinson, who contributed to the discourse with her work "Rethinking Higher Education: The Economics of Experiential Learning" [4], offering fresh insights into experiential learning and its contributions to economic growth. Thomas R. White, the author of "Transforming Economic Education: A Paradigm Shift with Service-Learning" [5], explores the integration of service-learning into economics education, contributing to a well-rounded educational experience. Barbara J. Adams, in "Economics Education in the Digital Era: A Case for Active Learning" [6], emphasizes the significance of active learning methods and their impact on economic education. Sarah L. Collins and Jonathan P. Turner, known for the paper "Personality Traits and Learning: Navigating Gender Disparities in

Economic Education" [7], explore pedagogical approaches to address gender disparities in education and their economic implications. In his research, the scholar Yurii Dudka [8] explores a crucial aspect of the interplay between creative education and the modern economy in the context of globalization. He points out that in the contemporary world, where rapid changes and innovations have become the norm, education demands creative approaches to prepare the younger generation for the realities of the modern economic landscape. In his study, he analyzes the impact of creative education on fostering innovation and its role in preparing professionals who can contribute to various economic sectors, such as information technology, artificial intelligence, and more. The approach advocated by companies like MediaStar encourages students to think unconventionally, analyze complex problems, and find new ways to solve challenges. This research underscores the importance of creative education in preparing the younger generation for the challenges of economic development and globalization.

These distinguished scholars, in conjunction with those previously mentioned, have collectively expanded our understanding of the complex relationship between education and economics, offering valuable insights and paving the way for future research in this dynamic field.

**Formulation of Article Goals.** This article explores the contemporary landscape of media literacy in the field of education, with a specific focus on the economic impact of MediaStar. The core objective is to identify the pivotal factors that influence the levels of media literacy within educational institutions, particularly in relation to the role of MediaStar, and to establish their correlation with economic processes. The article is dedicated to the task of devising strategies to enhance the media literacy system, ensuring the quality of education, and facilitating the

sustainable development of educational institutions. It acknowledges their significant influence on economic growth and dynamics.

**Materials and Methods.** In pursuit of our research goals, we applied a multifaceted approach. This involved a comprehensive analysis of economic data, the utilization of statistical methods, and the integration of insights derived from MediaStar's educational initiatives. The research methodology encompassed various stages, such as data collection, rigorous analysis, comparative evaluation of outcomes, and the formulation of well-founded conclusions. Furthermore, we incorporated a qualitative assessment of the impact of creative education in tandem with innovative practices on the landscape of economic development.

**Presentation of the main research material.** In the modern world, where rapid changes and innovations have become the norm, education requires creative approaches to prepare the younger generation for the realities of the contemporary economic landscape. MediaStar TV School serves as an example of educational institutions that embrace a creative approach to learning. Their educational programs go beyond mere information delivery; they stimulate students to think unconventionally, analyze complex problems, and find new ways to solve challenges.

Creative education significantly influences economic development. It produces talents that can drive innovation and contribute to critical industries. MediaStar TV School, through its educational programs, instills creative thinking skills in students that can be applied in various sectors, such as information technology, artificial intelligence, and other segments of the economy. Graduates of MediaStar TV School actively engage in the creation of innovative products and services that support economic growth.

MediaStar TV School enhances education accessibility through the adoption of modern technologies and learning platforms. This reduces barriers to access

quality education, a crucial aspect in preparing skilled professionals and fostering economic development.

MediaStar TV School designs and offers online courses based on contemporary technologies actively used by students and professionals in the field of information technology. These educational resources play an essential role in preparing skilled specialists who are driving innovative products and services in the information technology sector. They are crucial in ensuring economic sustainability and shaping a modern information society.

This article explores how a creative approach to education, exemplified by MediaStar TV School, influences economic innovations and its significance for economic development. It also investigates the specific steps taken by MediaStar TV School to promote innovations across various economic sectors.

The interaction between educational companies, such as MediaStar, and a state's economic potential plays a significant role in the modern economy. This interaction contributes not only to the preparation of qualified personnel but also to the formation of an educated population capable of actively participating in the country's economic life.

MediaStar develops and offers online educational courses based on modern technologies. A significant part of their activity involves training in artificial intelligence and machine learning. Statistical data demonstrate a remarkable increase in the number of MediaStar program graduates from 2015 to 2020 (see Table 1). This growth is a result of the high demand and relevance of the knowledge acquired through these programs.



*Table 1*

**Growth in the Number of MediaStar Program Graduates from 2017 to 2022**

<b>Year</b>	<b>Number of Graduates</b>	<b>Number of employed in the tech sector</b>	<b>% of graduates working in the tech sector</b>
2017	514	121	23.54085603
2018	752	172	22.87234043
2019	1273	280	21.99528672
2020	1457	440	30.19903912
2021	2235	725	32.43847875
2022	4011	801	19.97008227

Statistical data analysis also reveals an essential fact: MediaStar program graduates actively apply their knowledge in high-tech industries.

Media Literacy. MediaStar cultivates educational programs that assist learners in developing media literacy. The ability to analyze and critically evaluate media materials is of significant importance for the growth of the media industry. For instance, citizens who have undergone MediaStar training can more effectively detect fake news, contributing to trust in news and information sources. This impacts the advertising economy, journalism, and the influence of social media.

MediaStar is actively involved in nurturing educational programs that focus on enhancing media literacy among learners. The significance of media literacy cannot be overstated, especially in the context of the rapidly evolving media industry. By providing educational resources that help individuals develop the skills to analyze and critically evaluate various forms of media content, MediaStar plays a crucial role in empowering its learners.

One of the key implications of MediaStar's efforts in fostering media literacy is its positive impact on combating the proliferation of fake news. In today's information age, the ability to discern credible sources from misinformation is invaluable. Individuals who have undergone training with MediaStar are better

equipped to identify and scrutinize misleading or inaccurate information. This, in turn, contributes to building trust in news outlets and other sources of information. The ripple effect of this increased trust is multifaceted.

Firstly, the advertising economy benefits significantly from a discerning and well-informed audience. Advertisers can have confidence that their messages are reaching consumers who are less likely to be misled by false or exaggerated claims. This enhances the effectiveness of advertising campaigns and ensures that ad expenditures yield higher returns on investment.

Secondly, the field of journalism reaps the rewards of a more media-literate society. Trustworthy journalism is the cornerstone of a functioning democracy, as it ensures that citizens are well-informed about critical issues. MediaStar's contributions to media literacy directly support the journalism sector by fostering a population that can critically engage with news content and separate fact from fiction.

Lastly, the influence of social media is also deeply intertwined with media literacy. In an era where misinformation can spread rapidly through online platforms, MediaStar's educational initiatives have a positive impact on mitigating the influence of false narratives. Users who have completed MediaStar programs are more discerning consumers of online content, which can help in curbing the viral spread of fake news and unsubstantiated claims.

MediaStar's commitment to cultivating media literacy among its learners goes far beyond the realm of education. It has broader implications for trust in news and information sources, the effectiveness of the advertising industry, the integrity of journalism, and the influence of social media in today's information-driven society.

The growth in the population's level of education contributes to an increase in labor productivity. According to research, the level of labor productivity is significantly higher among individuals with higher education in developed countries.

For example, in the United States, people with bachelor's degrees and higher earn higher wages and exhibit greater labor productivity. MediaStar, by offering modern educational programs in media literacy, enhances the productivity and competitiveness of its graduates in the job market.

Education also plays a crucial role in reducing unemployment rates. People with higher education are in higher demand in the job market and have more employment opportunities. According to the U.S. Bureau of Labor Statistics, the unemployment rate among high school dropouts is twice as high as among individuals with higher education. MediaStar, by providing educational courses on media literacy, helps graduates acquire in-demand skills, contributing to their successful integration into the job market.

It is worth noting that education contributes to the increase in a country's income. Studies show that the level of education among the population correlates with the overall economic growth of a country. For instance, the United States' national income is increasing thanks to its high level of education and workforce qualification. MediaStar, by providing educational programs, enhances the qualifications of the workforce and, consequently, impacts overall economic growth.

Education plays a key role in the development of new economic sectors. Many modern technological industries, such as information technology and biotechnology, require highly skilled professionals. Education provides the training for these sectors and contributes to innovative development. MediaStar develops and offers educational courses based on modern technologies, facilitating the preparation of qualified professionals in the fields of information technology and media.

Acquiring skills and competencies in media literacy aids in combating misinformation and fake news. This contributes to providing a quality flow of information and trust in the media, which, in turn, affects the advertising economy, journalism, and the influence of social media. MediaStar implements innovative

media literacy teaching methods, which help citizens more effectively identify fake news and contribute to trust in information sources.

Based on the above, education, particularly media literacy, has a decisive impact on the economic component. It enhances labor productivity, reduces unemployment, increases a country's income, and fosters the development of key economic sectors. MediaStar has contributed to this process by providing innovative educational programs in media literacy, which also have a positive impact on the advertising economy, journalism, and social media.

**Workforce Development.** MediaStar collaborates with companies to prepare a workforce that meets the demands of the modern economy. For instance, by educating specialists in cybersecurity, MediaStar contributes to reducing vulnerabilities in information systems, which is critically important for the financial and technological sectors.

MediaStar has introduced innovations and developed a formula for assessing the impact on the quality of media education, taking into account various aspects of this influence, including the quality of education, the number of educated individuals, economic expenditures, time, and innovations. This formula can be used to evaluate the impact of the quality of media education on the economy and societal development, an area to which MediaStar dedicates significant attention and resources for continuous improvement and development.

$$A = (Q \times N) + (S \times C) - (E \times T) + I$$

Where:

- ( A ) - Assessing the Impact of Quality Media Education on Economic and Societal Advancement.

- ( Q ) - Quality of media education. This factor is assessed using specific metrics and indicators that measure the accessibility and effectiveness of media-based education.

- ( N ) - Number of individuals educated, indicating the quantity of individuals who have received media-based education and successfully applied it in practical scenarios.

- ( S ) - Social benefits resulting from media education. This encompasses the positive social changes and improvements stemming from quality media education, including media literacy and critical thinking skills.

- ( C ) - Contributions to economic growth. It represents the financial contributions, innovations, and growth in various economic sectors attributed to individuals with media education.

- ( E ) - Educational investments, covering the costs associated with developing and providing media education, such as resources, teacher salaries, and educational materials.

- ( T ) - Time required for acquiring education and implementing acquired knowledge in practical settings. It denotes the duration between the initiation of education and the effective application of acquired knowledge.

The formula mentioned,  $A = (Q \times N) + (S \times C) - (E \times T) + I$ , can be applied in various contexts to evaluate the impact of quality media education on the economy and societal development. Here are some scenarios where this formula can be employed: Educational Institutions: Educational institutions, including schools, colleges, and universities, can use this formula to assess the impact of their media education programs. By measuring the quality of education (Q), the number of graduates (N), economic expenditures (E), the time required (T), and the innovations generated (I), institutions can gauge the effectiveness of their media education.

Government and Policy Analysis: Government bodies and policymakers can apply this formula to evaluate the economic and societal impact of investments in media education. By assessing the quality of education (Q) and the number of

individuals educated (N) against the costs (E) and timeframes (T), they can make informed decisions about education funding and initiatives.

**Media Industry:** Media companies and organizations can use this formula to measure the influence of media education on their workforce and innovation. By examining the quality of media education (Q) and its impact on the number of skilled professionals (N), they can better understand the return on investment. Additionally, they can assess the innovations (I) that enhance their competitiveness and technological advancement.

**Research and Surveys:** Researchers and surveyors focused on media education can implement this formula to quantify the economic and societal outcomes of their studies. They can use the formula to relate the quality of education (Q), the number of participants (N), the research costs (E), the study duration (T), and the innovations (I) that result from their work.

**Economic and Social Development Studies:** Scholars and analysts in the fields of economics and social development can use the formula to investigate the broader impact of media education. By evaluating the quality of education (Q), the number of educated individuals (N), the economic investments (E), the timeframes (T), and the innovations (I), they can contribute to the understanding of the interplay between media education and societal progress.

The formula provides a structured approach to assess the multifaceted effects of media education, considering quality, quantity, costs, time, and innovations. It can be adapted to the specific context and goals of the analysis or evaluation, making it a versatile tool for understanding the relationship between media education and economic and societal development.

The formula  $A = (Q \times N) + (S \times C) - (E \times T) + I$  offers a valuable framework to identify and quantify the benefits of media education for the economy. Here's an elaboration on how the formula can be applied to highlight the economic benefits:

1. **Increased Workforce Competency (Q x N):** Quality media education (Q) contributes to a highly skilled and competent workforce. Graduates who possess media literacy and relevant skills (N) become valuable assets to various economic sectors. Their ability to create, analyze, and disseminate media content adds efficiency and innovation to businesses, especially in media-related industries such as advertising, journalism, and digital marketing. This increased competency results in a more productive and competitive workforce, driving economic growth.

2. **Cost Savings (E x T):** Effective media education programs that reduce the time (T) required to acquire skills can lead to cost savings (E). Shorter learning periods, streamlined curriculum, and optimized teaching methods can result in lower expenses associated with education, both for individuals and institutions. Reduced financial burdens on students, parents, and educational establishments can free up resources for other economic investments and activities.

3. **Innovation and Technological Advancements (I):** High-quality media education fosters innovation (I) by nurturing creative thinking, problem-solving, and adaptability among graduates. Innovations in media, communication, and technology can have profound economic impacts. Graduates with a strong foundation in media literacy and innovation can contribute to the development of new technologies, digital marketing strategies, and media content production, thereby stimulating economic growth in these sectors.

4. **Entrepreneurship and Small Businesses:** Media education equips individuals with the skills to effectively use digital media for entrepreneurial endeavors. This can include starting small businesses, freelance work, or digital marketing consultancy. Such activities contribute to economic diversification and can empower individuals to generate income and create jobs, which, in turn, bolster the economy.

5. **Enhanced Consumer Awareness:** Media-literate individuals (Q) can critically evaluate media materials, including advertising and marketing content. This results in a more informed and discerning consumer base. Businesses and advertisers, in response, are encouraged to improve the quality and transparency of their products and services, leading to healthier competition and better market outcomes.

6. **Digital Economy Growth:** In the digital age, media literacy is crucial for participating in the digital economy. Media education equips individuals to engage with digital technologies, e-commerce, and online platforms. As more people actively participate in the digital economy, it fuels economic growth, particularly in areas like e-commerce, software development, and digital services.

7. **Job Creation:** The demand for media-savvy professionals increases as media plays an ever-expanding role in the business world. High-quality media education programs can directly lead to job creation in fields like digital marketing, content creation, advertising, and media production.

8. **Economic Resilience:** A workforce with strong media literacy skills can more effectively adapt to changing economic and technological landscapes. This adaptability increases economic resilience as individuals can transition between industries and roles with greater ease, reducing economic disruptions caused by skill gaps.

By assessing these elements within the formula  $A = (Q \times N) + (S \times C) - (E \times T) + I$ , it becomes evident that media education has tangible economic benefits, such as an adept workforce, cost savings, innovation, entrepreneurship, and overall economic development. These benefits are conducive to a dynamic and thriving economy in the digital age.

**Conclusions and Future Research Directions.** In conclusion, the article underscores the critical role of creative approaches to education in preparing the



younger generation for the ever-changing and innovative modern world. MediaStar TV School exemplifies how these approaches extend beyond traditional information delivery, encouraging students to think creatively, analyze complex problems, and find unconventional solutions. Such creative education has a profound impact on economic development.

The influence of creative education on economic growth is substantial. It nurtures talents that drive innovation across critical industries. MediaStar TV School's educational programs empower students with creative thinking skills applicable in various sectors, such as information technology and artificial intelligence. Graduates of MediaStar TV School actively participate in the creation of innovative products and services that contribute to economic prosperity.

Moreover, MediaStar TV School plays a vital role in expanding access to quality education by leveraging modern technologies and learning platforms. This accessibility reduces educational barriers, facilitating the preparation of skilled professionals and fostering economic development.

The innovations in education provided by MediaStar TV School are instrumental. Their online courses based on contemporary technologies, particularly in fields like artificial intelligence and machine learning, directly benefit students and professionals in the information technology sector. The graduates actively contribute to the development of innovative products and services in this industry, highlighting the practical significance of educational innovations for economic sustainability.

The article demonstrates the profound influence of a creative education approach on economic innovation and development, with MediaStar TV School serving as a compelling case study. It showcases how the collaboration between educational institutions like MediaStar and a state's economic potential can lead to a more educated and innovative population that actively participates in the country's

economic growth. Additionally, it emphasizes the importance of media literacy, accessible education, and innovative teaching methods in shaping a sustainable and prosperous society.

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