

## **Innovation Policy and Development of Creative Industries: Case Study of Lithuanian Animation Industry**

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**Abstract :** The objective of this study is to identify and explore how adequate is modern innovation support mechanism to developed creative industries. We argue that current development and support strategy for creative industries, although acknowledge high correlation between innovation and creativity, do not seek to improve conditions to promote systematic innovation development in the creative sector. Using the Lithuanian animation industry as a case study, this paper will examine innovation contribution to creativity and, for that matter, the competitiveness of animation enterprises. This paper proposes insights that contribute to theoretical and practical discussions on how creative profile companies build national and international competitiveness through innovations. The conclusions suggest that development of creative industries could greatly benefit if policymakers would implement tools that would encourage creative profile enterprises to invest in to development of innovation at a constant rate.

**Keywords :** creative industries, innovation policy, innovation, management

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