

**Creative innovations and innovative creations: Creativity economy – Creative innovative university – Creative humanities (Introduction to the first issue of the PSLU scientific journal international version and a presentation of the Creative Innovative University Model)**

The article presents the transformation process of PSLU to a creative innovative university and describes the regulative and economic basis of the university activity connected with the management of intellectual property.

**Key words:** creativity, innovative university, intellectual property, regulative basis, economical basis, organization.