



## Management in Creative and Cultural Industries

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The creative and cultural industries are drawing increasing attention, particularly from policy makers who see the sectors as a driver of innovation and economic growth. For management researchers this raises questions. Are policy makers' expectations justified? Do creative and cultural businesses really represent a special organisational context? Can these sectors, characterised by small and mid-sized firms, realistically compete with larger global players?

Organisations in these industries are distinguished by their reliance on creativity, innovation, knowledge management, organisational adaptation, strategic flexibility and entrepreneurship. They face hurdles in the shape of market fragmentation, changing consumer behaviour, evolving technological platforms, close links between organisations' social architecture and performance, the long-standing tradition of fluid and temporary organizational forms, and tensions between creative and business imperatives.

This conference track welcomes papers or symposia, theoretical and empirical, quantitative or qualitative, which increase understanding of management in the creative and cultural industries. Subjects might include:

- What is the role of interpretative elements in the strategy processes of creative businesses? How do culture, symbols and values affect the production of cultural goods and performance outcomes?
- How do traditional media players cope with the dual challenge of preserving their businesses and exploring new competitive spaces?
- How do actors in creative businesses reconcile competing goals concerning the need to meet commercial and creative goals, to innovate and to optimise?
- The impact of new technologies on business models, market structures and value chains.
- How is value created in knowledge-based industries?
- How can creative and cultural organisations capitalise on the global marketplace?
- How can creativity be promoted? How can its scope be expanded beyond products into strategy, systems, process and business model?
- Creative clusters: can government policy drive creative and cultural innovation?
- What methodological tools are best suited to these sectors?