

Chapter 8

A Case Study of Integrated Innovation Model in the Cultural Innovation Industry in Taiwan

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ABSTRACT

Taiwan's diverse cultural background should bolster innovation and development. The cultural innovation industry (cultural and creative industry) in particular constitutes an emerging sector in Taiwan, and a vehicle for many countries today to show off their unique cultural characteristics. Taiwan's rich and diverse cultural foundation has garnered international attention in recent years in many areas including visual and performing arts, film and literature, setting the standard for others to follow. The development of the cultural innovation industry encompasses culture, art, technology and local traditions. This chapter describes the procedures of promotions formulated for the development of the cultural and creative industry, including definition, scope, development, strategies and government assistance. The chapter is intended to give the general public an idea of the chain effects expected to bring for the society by the development of the cultural and creative industry.

First of all, the study goes through literature review and content analysis to develop a research framework into an integrated innovation model. Secondly, the chapter details a case study to develop a more complete and practical integrated model and researches propositions for practitioners in cultural innovation organizations and future researchers. Additional research is needed to provide managers and consultants with important perspectives to consider when implementing cultural innovation programs and practices in their organizations. The results from such research could also benefit academics by providing select factors to focus on in future studies. This research will give more in-depth proposition

DOI: 10.4018/978-1-60960-129-4.ch008

to practitioners in cultural innovation to achieve implementation of innovation programs. Likewise, it will provide a framework in understanding why certain innovation initiatives fail and how that can be improved. This will benefit both academics and practitioners.

This research was focused on case study based on qualitative analysis, literature review and depth interview, discussing inner management and external relations in Liuli Gongfang, in order to offer the concrete suggestion of development in the future. In accordance with this case, Council for Cultural Affairs pursues its ideal in the scope of the capability, communicating with each other could obtain the trust and cooperation. From the development and strategy of Liuli Gongfang, it continues to move towards the road of Culture Creative Industries continuously, however, it will be no definite answer in the future. Thus, it will remind the front office to examine both relations carefully, and must consider the actual condition in the future.

INTRODUCTION

Background

Taiwan's manufacturing sector has found itself in a difficult situation owing to the cost of production factors rising and developing nations catching up fast. It's no longer enjoy competitive advantage in Taiwan for large-scale manufacturing operations; in order to create new sources of competitive advantage Taiwanese industry needs to adopt the new concepts of the knowledge economy, developing new areas of production where innovative design is the core element. Only then will it be possible for Taiwanese companies to differentiate themselves from their overseas competitors and create more value added.

The cultural and creative industry are emerging businesses in Taiwan. Culture and creation has come to refer to a wide range of economic activities that draw from a country's culture and creative talent to generate prosperity and employment. Such cultural and creative centers act as channels between industry and government by building paradigms to guide small creative and cultural businesses to work with the government and possibly embark on international business projects. Not only do local businesses obtain business opportunities, but also help spread the knowledge of Taiwan culture abroad. If the cul-

tural innovation industry (Cultural and Creative Industry) can strengthen their creativity and design capabilities and adopt effective business management methods, then they should have great potential. Their development will stimulate the growth of related peripheral industry, thereby boosting overall domestic demand and contributing to export growth. Meanwhile, if fair, reasonable pricing and licensing methods can be adopted in the cultural industry and the art world, and if they can be integrated effectively with consumer goods industry (for example through the laser printing of famous paintings onto scarves and cups), applying digital content technology to culture and creativity, then not only will this be a shot in the arm to the competitiveness of Taiwanese industry, but the resulting growth in exports will stimulate the ongoing development of the Taiwanese economy as a whole. While helping traditional industry to upgrade and transform themselves, the adoption of new information technology will also facilitate the development of new industry and the creation of new employment opportunities, breathing new life into Taiwanese industry.

In 1995, the Council for Cultural Affairs proposed the concept of "Developing Cultural Industry, and Bringing Culture into Industry" in the Conference on the Cultural Industry. This "Cultural Industry" concept later became the core idea of "Community Development" in the nation.

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