

Creative Economy Innovation Academic Project Management Based On Liaoning Culture

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Abstract

In the context of development creative culture is recognized as a driver of sustainable urban development. Creative economic innovation based on Liaoning culture. It is an important thing that is emerging in the world economy. The creative cultural industry not only covers art, design, entertainment, media and other fields, it also plays an important role in the development of communities, localities, societies and countries. The management of this creative economy innovation academic project In-depth research is a main method to explore information about the operating mechanisms of the creative cultural industry. This article presents 8 key elements in project management: flexibility of management style; Interdisciplinary team building; developing the abilities of innovation personnel; designing appropriate subjects in the curriculum; providing opportunities for talented people to work according to their aptitudes; emphasis on the role of artistic models; openness to cross-cultural and cross-regional perspectives; and diversity in cognition and creativity. These variables will help provide information for the survey. The practical role of project management promoting innovation Introducing advanced management concepts and methods to promote China's creative cultural industry to continue to operate well and compete internationally.

Keywords: Cultural and Creative Economy; Innovative Academic Project Management

Introduction

Industries related to creative culture It will bring a new way of life to people and communities by helping to develop. Stable, sustainable growth, gradually transforming into a city of culture and creativity (UNESCO, 2023)

Promoting creative talent Creative industry education is now being established in higher education institutions in many countries. Emphasis is placed on schools or educational institutions that teach art and design, with studies in creative practice, culture, and aesthetic theory. in business strategy The creative industries sector will be an interdisciplinary collaboration. (Interdisciplinary) that draws knowledge from the humanities Creative arts, technical sciences and social sciences Let's come together (John, et al., 2012)

Cultural and creative industries are a key trend emerging in today's global economy. It covers many subjects such as art, design, entertainment, media, etc. Academic project management plays an important role in this creative industry. Not only will it provide insights into how the creative cultural industry works, it will also enhance the innovation and sustainability capabilities of projects. In particular, the United Nations Sustainable Development Goals (SDGs) have been adopted. 17 points included in the 2030 Agenda for

Sustainable Development (2015), especially point 8, which is to promote continuous, inclusive and sustainable economic growth, full employment. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, including Target 8.3 which states Promote policies that focus on development and support productive activities. Creating decent work Entrepreneurship Creation of innovation and promote the emergence and growth of micro, small and medium-sized enterprises, including access to financial services. (<https://science.mahidol.ac.th/sdgs/sdgs-17/>) The role of creative culture as a driver of sustainable urban development. It is increasingly accepted in both national and international development (YuQuanming, 2023).

There are examples of creative economies emerging in the People's Republic of China. A group of painters and designers have come together to reclaim an abandoned factory for more than 20 years and use it to display art. Create added value and is known throughout the world There are giant sculptures of idols on display in the 798 Arts Center. Art Gallery, Chaoyang District, Beijing, created from enormous amounts of ashes and incense sticks left behind at various shrines and temples. mixed with cement It is an example of art created from worthless items to add value, which is one way of the creative economy. (<https://www.thaipbs.or.th/news/content/9221>)

Liaoning is located in the northeast of the People's Republic of China. With its rich historical and cultural heritage and diverse natural resources, it provides a solid foundation for the development of a strong creative and cultural industry. Under the industrial structure adjustment strategy of Liaoning Province. The creative cultural industry provides a good development platform for organizations to carry out creative cultural work through urban construction and park development. Cultivate creative cultural experts in universities and research institutions, support institutional policies, and promote diverse cultural activities through traditional festivals. It will also inject new energy into the region's sustainable and vibrant economic development.

Therefore, the study of academic project management of creative cultural economic innovation is not only important for the development of the creative cultural industry in Liaoning Province. It also provides strong, earnest support for the vigorous development of world culture and creative industries.

Development of the creative cultural economy

In 1990, the UK government began drafting a strategy for cultural development, and in 1997, under the leadership of Tony Blair (1997-2007), the United Kingdom government The Kingdom established a working group on creative industries in 2016. 1998, with Blair chairing the publication of the British Creative Industries Framework Document. This marks the official elevation of the creative industries to the level of national economic strategy.

China's creative cultural industry has developed along with the reform of the cultural system. Since the mid-to-late 1990s, with the profound transformation of commercial and cultural institutions into community enterprises, creative cultural industries have become part of the vision. In 2004, the National Bureau of Statistics classified cultural industries and related industries. In 2009, the State Council formulated a plan to revitalize the cultural industry. In 2010, the Fifth Plenary Session of the 17th Central Committee of the Communist Party of China proposed to promote the creative cultural industry as the main industry of the national economy. The creative cultural industry has become the pillar of China's economic landscape (HuPenglin & LuDedao, 2018).

In the context of the ever-changing global economy, the creative cultural industry, as a new industrial form that integrates culture, economy and technology, plays an important role in improving national competitiveness and promoting economic growth. In the development process of the creative cultural industry, the strategic value of the creative economy is fully recognized, and the vigorous development of the creative cultural industry is continuously promoted through policy formulation and industrial layout. Further strengthen international cooperation, innovative technology applications, and deeply explore local cultural connotations, thereby promoting the creative cultural industry to a higher level and bringing richer impetus to the national economy.

Concepts Principles Creative Cultural Economy

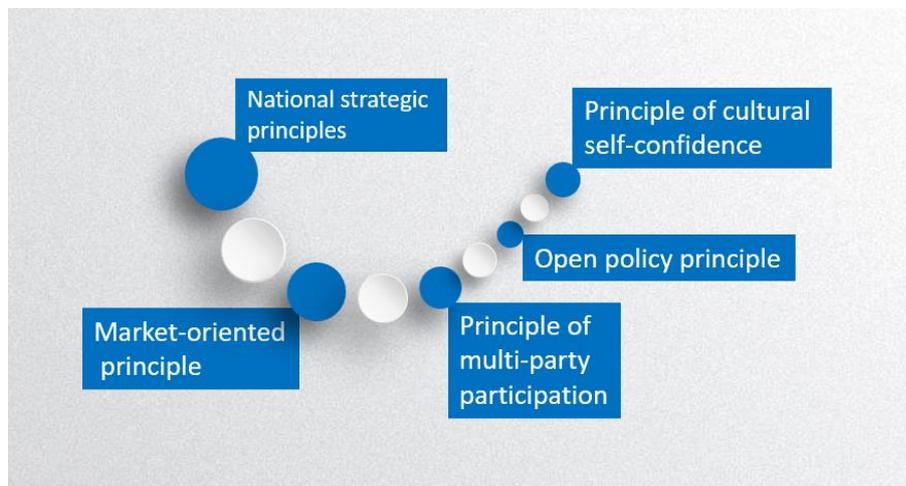
The British creative and cultural industry has risen to a strategic level in the national economy. This shows that cultural creativity is an important economic development direction for the country. Cultural industries have become part of the vision of all parties, including the government and the private sector. Academia, cultural institutions and other departments promote the development of creative cultural industries in all aspects, emphasizing the principles of multilateral cooperation and participation.

The creative economy is one of the ways to promote a balanced and sustainable production restructuring strategy. The key principle is to use knowledge and innovation combined with the diversity of natural resources to increase the value of goods and services. The development method is in line with the current economic development trends of developed countries. It is inspired by the cultural background and cultural heritage of the society. Create economic benefits and link them to the creation of social benefits (<https://www.nesdc.go.th>)

In summary, continuing to emphasize the development of cultural and creative industries, promoting multi-party cooperation, and strengthening the combination of knowledge and innovation will help promote the development of the national economy in a more balanced and sustainable direction, and create a richer economy and society. benefit.

Creative Cultural Economic Innovation Academic Project

The Creative Cultural Economy Innovation Academic Project is the management of innovative academic research projects. These projects aim to promote innovation and knowledge transfer. Improve the quality of education and promote collaboration between academia and industry to solve complex social and economic problems. The management of creative economy innovation and cultural academic projects can respond well to national strategies and promote cultural confidence. as follows:



Picture 1: Diagram for creating an environment conducive to academic project management, innovation, creative economy, and culture¹. (HuPenglin & LuDedao, 2018)

1. National strategic principles for cultural and creative economic innovation project management. It closely focuses on national strategic goals that have a positive impact on key issues of national development, is consistent with national policies, and ensures that the implementation of projects is in line with the overall national interests and long-term planning.

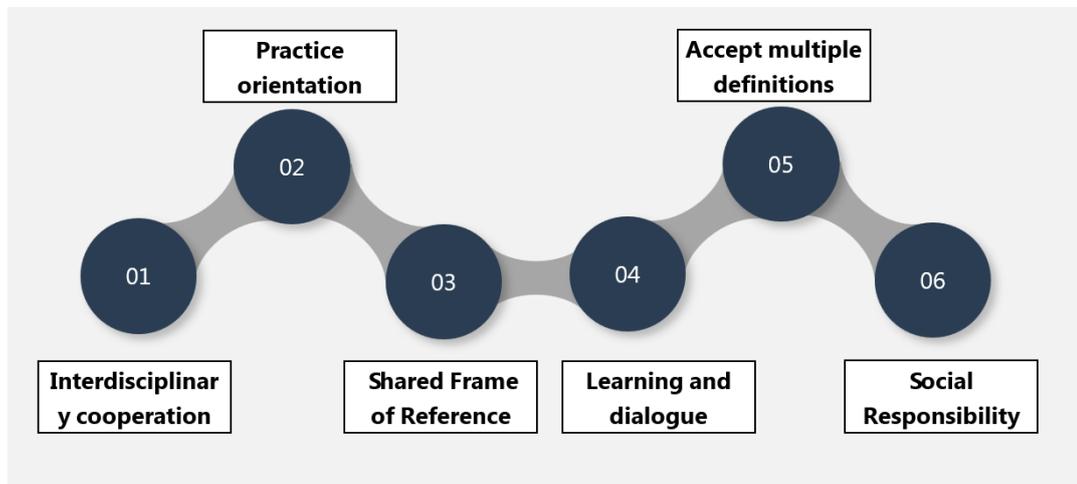
2. The principle of cultural self-confidence promotes the country's unique cultural characteristics and independent innovation capabilities that embody cultural values. The creative cultural economic innovation project emphasizes the inheritance and innovation of traditional culture, increases the country's power through cultural export, and makes cultural and creative projects a powerful representative of national culture.

3. Open policy principle: Support international cooperation and open innovation in project management. Actively absorb international advanced ideas and introduce excellent international resources. Enhance project innovation through international cooperation and enhance the global competitiveness of the creative cultural industry.

4. Market Focus Principle The management of creative cultural economic innovation projects is centered on market demand. Focus on marketing planning and business operations to ensure market competitiveness, promote the sustainable development of innovative academic projects through market mechanisms, and ensure that these projects can operate efficiently and successfully.

5. Principles of multi-party participation in the management of innovative academic projects All parties should be widely involved, including the public and private sectors, state-owned enterprises, educational institutions, social organizations and other related institutions. This project can better consolidate the power of innovation through collaboration. Promote the extensive and comprehensive development of industry, economy, culture and creative industries.

These principles and theories have been applied in the management of academic projects in innovation, creative economy, culture and more. It helps create a practical creative project management model. Be socially responsible and continuously promote innovation as follows:



Picture 2: Chart of creating a collaborative culture that benefits society. creative economic environment. (John, et al., 2012)

1. Interdisciplinary cooperation: it is the management of innovative academic projects in creative cultural economy. Interdisciplinary collaboration is considered an important theoretical principle. By integrating expertise from various disciplines such as literature, art, business management, etc., the project will achieve better results. Rich ideological resources promote innovation, and interdisciplinary team collaboration helps expand research horizons. At the same time, it provides comprehensive solutions for the development of creative cultural economy.

2. Practice orientation: combine academic research with practical applications. Emphasizing practice orientation helps transform theoretical knowledge into practice and promotes the transformation of projects from concept to practical results. Projects can better adapt to market needs and achieve sustainable economic benefits through practice or practice.

3. Shared reference frame: Create a shared knowledge system in project management so that different team members can share information. Experience and resources in collaborative creative cultural economic innovation projects. Creating a shared reference frame helps group data. Improved team collaboration promotes overall knowledge creation and project promotion to achieve better research and operational outcomes.

4. Learning and dialogue: Focus on learning and communication among team members. When managing this creative cultural economic innovation project, continuous learning and dialogue will improve the team's creative system and problem-solving capabilities. By sharing insights, experiences, and feedback data, team members can continually refine project management strategies and adapt to rapidly changing markets, cultures, and ideas.

5. Accept Multiple Definitions Accept Multiple: Theoretical Principles of Definitions This means that project managers should be open to listening from a variety of perspectives or perspectives of understanding. Each team member may have a different definition of cultural creativity. Accepting a variety of definitions will allow the program to more fully consider cultural elements and better meet the needs of diverse markets.

6. Social responsibility: Social responsibility is concerned with the impact of projects on society. Respecting diversity or cultural differences promotes common prosperity in society and ensures that the sustainable development of the creative and cultural industries is also consistent with ethical and social values.

Establishing a comprehensive framework for creative cultural economic development It emphasizes the importance of cultivating talents in marketing planning. These principles or theories will guide and promote the sustainable development of the creative cultural economy.

Innovative academic project management

Innovative academic project management It is the management of academic research that is an educational innovation. or practical projects that can be carried out in higher education or research institutions (Adams, R., Bessant, J., & Phelps, R., 2006:21). These projects aim to promote innovation and knowledge transfer. Improving the quality of education and promoting collaboration between academia and industry (Tidd, J., Bessant, J., & Pavitt, K, 2005) to solve complex social and economic problems (Van de Ven, A. Hangle, H. L., & Poole , M. S., 2000)

Innovative Academic Project Management Concepts In this regard, Karanja and Malone (2021) stated that there is a mismatch between project management courses offered by academic institutions and project management competencies established by agencies. such as Project Management Institute (PMI), Project Management Institute of Australia (AIPM), International Project Management Institute (International Project Management Institute of IPMA), and the Institute of Project Management (APM), etc., making it known that in the education system Current project management still does not meet the needs of modern business (Córdoba and Piki, 2012) and does not prepare graduates to deal with the changing uncertainties of projects (Thomas and Mengel, 2008). Therefore, there is a need for a serious evaluation of project management curricula in educational institutions in order to prepare more project management professionals (Karanja and Malone, 2021).

Taken together, these principles and concepts serve as a guiding framework for promoting innovative academic project management in the era of creative cultural economy. The goal is to promote flexible project management practices as an innovation towards greater sustainability. Regarding the variables related to innovative academic project management in the context of cultural and creative economies, the author analyzed relevant literature and research and summarized 8 key elements as follows:

Academic project components	Content
1 Flexibility of management style	Concerns with the management model used for managing academic projects. It can be updated to reflect the rapid changes and complexity of the creative cultural economy.
2 Building interdisciplinary teams	Building an interdisciplinary team This is considered an important variable because management of the creative cultural economy often integrates knowledge and skills from personnel with professional knowledge in various fields. To promote innovation and collaboration
3 Developing innovation capabilities	It is a practice of innovation ability. Its aim is to enable students to present solutions to innovative problems in the field of creative culture.
4 pieces of paper	The project management curriculum is designed to meet the needs of the creative cultural industry. Including managing emotional, social skills, and managing uncertainty in the midst of driving innovation at the same time.
5 Giving opportunities to talented people	It is effective management of talented people. which is considered the key to success Including the establishment of a proactive talent group. Expanding the talent pool in managing a career driven by individual abilities
6 important roles of artistic models	It is the integration of artistic elements in academic projects to make them a medium for conveying meaning and beauty. including related knowledge
7 Cross-cultural and cross-regional perspectives	It brings a cross-cultural and cross-geographic perspective to project management to ensure that projects are diverse, inclusive, but not inclusive.
8 Diversified Cognition and Creativity	Encourage project teams to adopt diverse cognitive styles and creativity to promote culture-based innovation and creativity.

Summarize

In the context of sustainable development, creative culture is considered a driver of sustainable urbanization and is integrated into national and international development. as an emerging linchpin in the global economy. Creative cultural industries include art, design, entertainment, media and other disciplines. The important role of academic project management in the creative cultural industry is to conduct in-depth research on the operating mechanism of the creative cultural industry. Interdisciplinary team building Develops the ability to innovate talent Designing the right curriculum in the curriculum Providing opportunities to talented people to complete tasks according to their abilities. Emphasis on the role of artistic models is open to cross-cultural and cross-regional perspectives and to diverse knowledge and creativity.

Through the study of various roles in the management of innovative academic projects in scientific research institutes and colleges and universities in Liaoning Province, the impact of the implementation of these projects is revealed. In particular, it promotes the development of creative and cultural industries. Promote the development of local communities, including instilling innovative talents in relevant personnel and providing a basis for formulating strategies that correspond to theory and basic information and creativity. It hopes to explore participation models and practices in the creative and cultural industries, as well as policy recommendations and practical methods to promote the development of the creative and cultural economy. Introduce advanced management concepts and methods to promote China's creative cultural industry to continue to operate well and participate in international competition.

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