

20th International Scientific Conference Economics and Management - 2015 (ICEM-2015)

Creative industries impact on national economy in regard to sub-sectors

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Abstract

This paper aims to define impact of creative industries (CI) on national economy in regard to sub-sectors. Employing systematic, logical and comparative analysis of scientific literature, as well as analysis of empirical data, authors define and classify the most important CI sub-sectors that impact national economy. Due to this, the value of this paper is theoretical definition, systematization and evaluation of the sub-sectors defining the impact of CI on national economy. The findings of this research provide the basis for targeted funding in order to foster and develop CI impact on national economy.

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Peer-review under responsibility of Kaunas University of Technology, School of Economics and Business

Keywords: Creative industries; cultural industries; creative economy; unemployment; creative enterprises.

Introduction

Creativity together with its different forms and expressions is equally available to any country in the world. By employing creativity, countries turn away from economic, political or natural restraints, so proper recruitment of creativity holds a competitive advantage in the global marketplace for smaller and less developed countries (Creative Industries Development, 2004). At the same time CI is of increasing importance in the postindustrial knowledge economy: it can be defined by faster than average growth and creation of new jobs (Blair, Grey, Randle, 2001; Hotho, Champion, 2011; De Propris, 2013; Goede, Louisa, 2012), providing for expression of cultural identity and promoting cultural diversity (EC, 2010).

Purpose of this paper is to define impact of CI on national economy in regard to sub-sectors.

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Methodology used in this paper is systematic, logical and comparative analysis of scientific literature, as well as analysis of empirical data.

The main result of this paper is the definition and systematization of the most important sub-sectors that define the impact of CI on national economy as well as empirical research on the aforementioned indicators.

The value of this paper is theoretical definition, systematization and evaluation of the sub-sectors defining the impact of CI on national economy, based on the analysis of scientific publications and empirical research.

Practical implications. The definition and empirical research on the most important CI sub-sectors provide the basis for targeted funding in order to foster and develop CI impact on national economy.

1. Concept of creative industries

CI is an often used term, however authors offer different definitions emphasizing various features of the term. One of the most popular definitions is coined by the Labour Government in the Great Britain in 1998, the Creative Industries Mapping Document. It focuses on describing CI as a set of economic bodies that employ personal creativity, skills and talents in order to create wealth and jobs (Gibbon, 2011).

In order to define the CI authors mostly focus on personal features and skills, first of all being personal creativity (Ashton, 2011; Hotho, Champion, 2011; Lassur, Tafel – Viia, Viia, 2010; Malem, 2008; Thomassen, 2007). However, it is challenging to describe CI without providing the main sectors comprising it: 13 main sectors were named by the British Council and remain at the focus of researchers. Varying definitions as well as different concepts (Ashton, 2011; Jones, Comfort, Eastwood, Hillier, 2004) impede measuring the role of CI in the national economy not to mention comparison of roles internationally. UNCTAD (2008) distinguishes the most important characteristics the output of CI share, namely:

1. Their production requires some input of human creativity;
2. They are vehicles for symbolic messages to those who consume them;
3. They contain, at least potentially, some intellectual property that is attributable to individual or group producing the good or service.

It is important to distinguish between creative and cultural industries. The two concepts are deeply related, the main difference being obvious CI orientation towards profits by employing creativity and cultural heritage (UNCTAD, 2004), while cultural industries seek to lessen social exclusion, form national identity or preserve cultural heritage (32 Creative Economies in Action, 2013) or aim towards other non-economic goals.

In today's global economy it is hardly imaginable that CI could exist without creative economy. According to the British Council, at the heart of the creative economy are the creative and cultural industries that lie at the crossroads of arts, culture, business and technology.

2. The main impact measures of CI on national economy

Analysis of the scientific literature confirms that CI is a popular topic of academic discourse: authors focus on different characteristics of the CI, define the factors that help them to emerge, form and develop. One of the most important yet still underdeveloped area of scientific interest is the impact of CI on national economy. In order to define the indicators allowing to evaluate the impact of CI on national economy, the authors analyzed and grouped all the indicators discussed in 47 different publications. Thorough analysis suggests that the most important areas of national economy under the influence of CI fall into one of the following 8 groups:

1. Fighting unemployment, mentioned in 39 publications.
2. Part in GDP, value added, mentioned in 32 publications.
3. Foreign trade (export), mentioned in 13 publications.
4. Social inclusion, mentioned in 11 publications.
5. Social and cultural development, mentioned in 6 publications.
6. Increasing quality of life, mentioned in 5 publications.
7. Fighting youth unemployment, mentioned in 3 publications.
8. Other indicators of socio – economic impact.

The analysis suggests that not all the indicators are of the same importance, with (1) fighting unemployment, (2)

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