

# **Innovation, Technology, and Knowledge Management**

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# Cultural and Creative Industries

A Path to Entrepreneurship and Innovation

 Springer

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# Foreword

## **Cultural and Creative Industries: A Way to Entrepreneurship and Innovation**

Writing or editing a book on cultural and creative industries is not an easy task. The scope of these industries and the numerous topics discussed (or that could be discussed) by researchers is very broad. Adding the vast domains of entrepreneurship and innovation makes the task even more challenging but makes the whole endeavor much more significant and rewarding. Therefore, the editors and authors of the book have to be commended for undertaking this project.

There was no hesitation from my side when José Álvarez-García from the University of Extremadura, Cáceres (Spain), asked me to review the book and to write its foreword. Cultural and creative industries are not only an important component of the economy, stimulating the cultural development and well-being of local communities, but also attract significant numbers of tourists and improve their destination experience. That is why researching the entrepreneurial and innovation aspects of cultural and creative industries is an important contribution to the body of knowledge.

I approached the book from different angles. From a *theoretical perspective*, we can see that most of the chapters are directly related to core topics in cultural and creative industries research: the conceptual overview of cultural and creative industries; a bibliographic analysis of publications in the field; the relationships between the level of transborder activity and the creative potential of different visual arts in Tijuana (Mexico); the entanglement of art, science, and social change in the art collective Torolab in Tijuana (Mexico); cultural, social, and sustainable entrepreneurship in Tibet; an analysis of the international institutions involved in creative tourism; and the role of a culinary arts school for developing innovative culinary skills. At the same time, other book chapters discuss topics that are more indirectly connected to creative and cultural industries, but nonetheless provide a special flavor and richness to the theoretical content of the book and expand its theoretical scope beyond the traditional arrays of research in the field of cultural and creative

industries. Such topics include innovation and creativity in mobile health applications; the role of creative industries, gamification, and technologies in promoting healthy lifestyles; evolution, innovation, and competitiveness of the craft beer industry in Baja California (Mexico); wine tourism in Bullas' Wine Route in Murcia (Spain); and women's participation in the wine industry in Baja California (Mexico).

From a *research methods perspective*, we see that the authors approached the achievement of the aims and objectives of their research studies by adopting various research methods such as bibliographic analysis, qualitative studies (in-depth semi-structured interviews, content analysis), or quantitative methods such as econometric modeling. The authors definitely have a preference for qualitative methods, while quantitative methods for data analysis have received much less emphasis. Considering the aims and objectives of the book chapters, such choice seems logical and appropriate.

From a *geographical perspective*, most of the chapters of the book have a clear focus on Mexico and other Spanish-speaking countries, with the exception of one chapter that discusses entrepreneurship in Tibet, China. Although a broader selection of countries would have added value to the book and would have increased its international appeal, the current empirical context contributes to our understanding of how cultural and creative industries shape the cultural and economic scape in the analyzed countries.

From a *destination management (tourism policy) perspective*, the book gives tourism policy makers valuable insights into how to use cultural and creative industries to attract visitors to destinations and engage them in various activities in order to create memorable destination experiences.

From a *pedagogical perspective*, the book would be a suitable addition to the reading lists for undergraduate and master courses on cultural studies, cultural and tourism anthropology, cultural and creative tourism, or special interest tourism.

I trust the readers would enjoy the book and would find value in its chapters that could be referred to for research and/or used as teaching case studies. The ideas and problems set in the book could serve as firm groundwork for future studies as well.

Enjoy!

Varna, Bulgaria

Stanislav Ivanov

# Series Foreword

The Springer book series *Innovation, Technology, and Knowledge Management* was launched in March 2008 as a forum and intellectual, scholarly “podium” for global/local, transdisciplinary, transsectoral, public–private, and leading/“bleeding”-edge ideas, theories, and perspectives on these topics.

The book series is accompanied by the Springer *Journal of the Knowledge Economy*, which was launched in 2009 with the same editorial leadership.

The series showcases provocative views that diverge from the current “conventional wisdom” that are properly grounded in theory and practice and that consider the concepts of *robust competitiveness*,<sup>1</sup> *sustainable entrepreneurship*,<sup>2</sup> and *democratic capitalism*,<sup>3</sup> central to its philosophy and objectives. More specifically, the aim of this series is to highlight emerging research and practice at the dynamic intersection of these fields, where individuals, organizations, industries, regions, and nations are harnessing creativity and invention to achieve and sustain growth.

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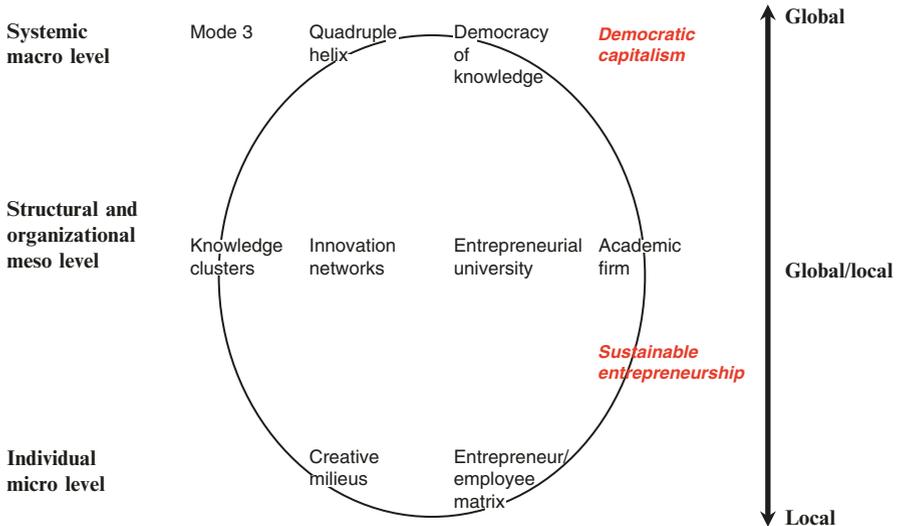
<sup>1</sup>We define *sustainable entrepreneurship* as the creation of viable, profitable, and scalable firms. Such firms engender the formation of self-replicating and mutually enhancing innovation networks and knowledge clusters (innovation ecosystems), leading toward robust competitiveness (E.G. Carayannis, *International Journal of Innovation and Regional Development* 1(3), 235–254, 2009).

<sup>2</sup>We understand *robust competitiveness* to be a state of economic being and becoming that avails systematic and defensible “unfair advantages” to the entities that are part of the economy. Such competitiveness is built on mutually complementary and reinforcing low-, medium-, and high-technology and public and private sector entities (government agencies, private firms, universities, and nongovernmental organizations) (E.G. Carayannis, *International Journal of Innovation and Regional Development* 1(3), 235–254, 2009).

<sup>3</sup>The concepts of *robust competitiveness* and *sustainable entrepreneurship* are pillars of a regime that we call “*democratic capitalism*” (as opposed to “popular or casino capitalism”), in which real opportunities for education and economic prosperity are available to all, especially—but not only—younger people. These are the direct derivative of a collection of top-down policies as well as bottom-up initiatives (including strong research and development policies and funding, but going beyond these to include the development of innovation networks and knowledge clusters across regions and sectors) (E.G. Carayannis and A. Kaloudis, *Japan Economic Currents*, p. 6–10 January 2009).

Books that are part of the series explore the impact of innovation at the “macro” (economies, markets), “meso” (industries, firms), and “micro” levels (teams, individuals), drawing from such related disciplines as finance, organizational psychology, research and development, science policy, information systems, and strategy, with the underlying theme that for innovation to be useful it must involve the sharing and application of knowledge.

Some of the key anchoring concepts of the series are outlined in the figure below and the definitions that follow (all definitions are from E.G. Carayannis and D.F.J. Campbell, *International Journal of Technology Management*, 46, 3–4, 2009).



#### Conceptual profile of the series *Innovation, Technology, and Knowledge Management*

- The “Mode 3” Systems Approach for Knowledge Creation, Diffusion, and Use: “Mode 3” is a multilateral, multinodal, multimodal, and multilevel systems approach to the conceptualization, design, and management of real and virtual, “knowledge-stock” and “knowledge-flow,” modalities that catalyze, accelerate, and support the creation, diffusion, sharing, absorption, and use of cospecialized knowledge assets. “Mode 3” is based on a system-theoretic perspective of socio-economic, political, technological, and cultural trends and conditions that shape the coevolution of knowledge with the “knowledge-based and knowledge-driven, global/local economy and society.”
- Quadruple Helix: Quadruple helix, in this context, means to add to the triple helix of government, university, and industry a “fourth helix” that we identify as the “media-based and culture-based public.” This fourth helix associates with “media,” “creative industries,” “culture,” “values,” “lifestyles,” “art,” and perhaps also the notion of the “creative class.”

- **Innovation Networks:** Innovation networks are real and virtual infrastructures and infratechnologies that serve to nurture creativity, trigger invention, and catalyze innovation in a public and/or private domain context (for instance, government–university–industry public–private research and technology development cooperative partnerships).
- **Knowledge Clusters:** Knowledge clusters are agglomerations of cospecialized, mutually complementary, and reinforcing knowledge assets in the form of “knowledge stocks” and “knowledge flows” that exhibit self-organizing, learning-driven, dynamically adaptive competences and trends in the context of an open systems perspective.
- **Twenty-First Century Innovation Ecosystem:** A twenty-first century innovation ecosystem is a multilevel, multimodal, multinodal, and multiagent system of systems. The constituent systems consist of innovation metanetworks (networks of innovation networks and knowledge clusters) and knowledge metaclusters (clusters of innovation networks and knowledge clusters) as building blocks and organized in a self-referential or chaotic fractal knowledge and innovation architecture (Carayannis, 2001), which in turn constitute agglomerations of human, social, intellectual, and financial capital stocks and flows as well as cultural and technological artifacts and modalities, continually coevolving, cospecializing, and cooperating. These innovation networks and knowledge clusters also form, reform, and dissolve within diverse institutional, political, technological, and socioeconomic domains, including government, university, industry, and non-governmental organizations and involving information and communication technologies, biotechnologies, advanced materials, nanotechnologies, and next-generation energy technologies.

*Who is this book series published for?* The book series addresses a diversity of audiences in different settings:

1. *Academic communities:* Academic communities worldwide represent a core group of readers. This follows from the theoretical/conceptual interest of the book series to influence academic discourses in the fields of knowledge, also carried by the claim of a certain saturation of academia with the current concepts and the postulate of a window of opportunity for new or at least additional concepts. Thus, it represents a key challenge for the series to exercise a certain impact on discourses in academia. In principle, all academic communities that are interested in knowledge (knowledge and innovation) could be tackled by the book series. The interdisciplinary (transdisciplinary) nature of the book series underscores that the scope of the book series is not limited a priori to a specific basket of disciplines. From a radical viewpoint, one could create the hypothesis that there is no discipline where knowledge is of no importance.
2. *Decision makers–private/academic entrepreneurs and public (governmental, subgovernmental) actors:* Two different groups of decision makers are being addressed simultaneously: (a) private entrepreneurs (firms, commercial firms, academic firms) and academic entrepreneurs (universities), interested in optimizing knowledge management and in developing heterogeneously composed

knowledge-based research networks; and (b) public (governmental, subgovernmental) actors that are interested in optimizing and further developing their policies and policy strategies that target knowledge and innovation. One purpose of public *knowledge and innovation policy* is to enhance the performance and competitiveness of advanced economies.

3. *Decision makers in general*: Decision makers are systematically being supplied with crucial information, for how to optimize knowledge-referring and knowledge-enhancing decision-making. The nature of this “crucial information” is conceptual as well as empirical (case study-based). Empirical information highlights practical examples and points toward practical solutions (perhaps remedies); conceptual information offers the advantage of further-driving and further-carrying tools of understanding. Different groups of addressed decision makers could be decision makers in private firms and multinational corporations, responsible for the knowledge portfolio of companies; knowledge and knowledge management consultants; globalization experts, focusing on the internationalization of research and development, science and technology, and innovation; experts in university/business research networks; and political scientists, economists, and business professionals.
4. *Interested global readership*: Finally, the Springer book series addresses a whole global readership, composed of members who are generally interested in knowledge and innovation. The global readership could partially coincide with the communities as described above (“academic communities,” “decision makers”), but could also refer to other constituencies and groups.

Washington, DC, USA

Elias G. Carayannis

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