

# Chapter 2

## Research on Information Technology Driven Creative Industries Business Model

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**Abstract** In the modern society, the development of the industry is not only confined to its own resources advantage, the technical advantages are more concerned about more deep-seated strategic perspective that is the business model perspective. In the stage of the rapid development of information technology and networking, various industries for the study of the business model is more extensive. The creative industry is emerging industry, on the basis of integrating and using information technology and business model relevant literature results, and through the combination research analysis for the characteristics of the creative industries. And under these preconditions, to analyze the concept of creative industries, the development of the creative industry in China and the overview of combining business model, exploring the creative industry business model's innovation path.

**Keywords** Information technology · Network · Creative industry · Business model

### 2.1 Introduction

In the era of rapid development of modern computer information technology and network technology, all walks of life continue to increase the intensity of information technology, to achieve resource sharing and efficient allocation of resources; they are greatly conducive to information communication and contact,

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to shorten the time but also to improve the efficiency. The creative industry is also a modern society emerging industries, such as tourism and cultural industries, the animation industry, etc. It continues to meet the social spiritual needs, but also to promote social progress [1, 2]. However, in today's information technology-driven creative industry will be how to get faster, better, more sustainable development that will be thinking [3]. Due to the people's need, the tourist attractions are increasingly demanded, the way that people will enjoy their lifestyles also had a big change, if it is still in the past tourism development mode, people will not accept, coupled with the tourism industry to the environment brought huge negative effect, it is very important to appear a method based on the innovation mechanism of tourism business development strategy, which is the use of creative culture and tourism industries combined method to realize a kind of new tourism industry development strategy, this approach not only changed the traditional way, can give people new tourism environment, in order to meet the real needs of people, and the mechanism innovation fundamentally solve the environmental pollution caused by the conflict, mechanism innovation of this kind is exactly our country needed now. The cultural and tourism industries combined mode.

Academic researches more for the industry's business model, the business model is a connection corporate strategy and business's middle layer, it is not only able to integrate a number of management concepts and methods, but also able to explore innovation and new breakthrough, providing a clearer strategic planning framework for the operation and development of the industry. When the creative industries get the stage of flourishing development, industrial development will be the service transformation and promote the development of the green economy, which reflect the positive people higher level of spiritual pursuit for the rise of creative industry. The research on creative industry business model appears especially urgent, however, the research on the creativity industry this emerging industry is not much, but also is very easy, to combine with the background of information, to research creative industry business model and to promote the rapid development of creative industries [4, 5].

## 2.2 Research on the Creative Industries

Creative industry is also creative industry, which said enterprises from the people's talents, creativity and intelligence, ability gets the power foundation, also including research and development of intellectual property rights to carry on employment opportunities and wealth creation in a series of activities. Creative industry has arisen in 80 times, it is an emerging industry. At the same time, creative industry shows a very strong vitality and broad space for development in the social development stage. It is not only beneficial to enhance national competitiveness, but also to achieve the rapid of national innovation and span type development, at the same time to enhance China's economic strength and comprehensive ability [6, 7].

Creative industry includes three aspects, the first is the creative industry and culture related industries such as art, media, tourism, sports, animation, and other industries; the second should have a new cultural and creative, as well as the appropriate mode of operation; the final step is the tenth of similar industries in the creative career employees is greater than before. The last one has become to distinguish the effective practice standard of creative industry [8, 9].

Creative industry has been rapid development in foreign countries, but also is a country to bring huge economic benefits. Data show that the value of daily global creative economy is up to \$ 22 billion, and the increment speed is 5 %. However, in contrast, United States and Britain grew more rapidly that have reached 14 and 12 % respectively. Creative industry brings not only the rapid growth of social and economic, but also promotes the national employment. In China, the creative industry have a bigger development in Taiwan and Hong Kong and other places, creative industry is also ceaselessly outspread. The interior Beijing, Shanghai, Shenzhen, and other places, creative industry has gradually developed for creative industry base to promote the development of social economy and create benefit [8].

## 2.3 Research on the Commercial Mode

Commercial mode has known as the focus of public attention in management of community, especially has increased competition in the current society, product falls into homogeneous competition stage, the attention of business model has increased gradually, however, the business model is based mainly on the following aspects are described [10].

### (1) Financial perspective

Business model is the enterprises economic model from the financial perspective; it is also a way of making money. It stresses that is the relationship between corporate stakeholders from the cost structure, pricing, expectations, profit, revenue sources to consideration. However, some scholars also believe that the business model is the operation business model, but also a strategic business model, its main feedback is that the enterprises how to adapt to the environment to achieve sustained profitability result and purpose in the complex environment.

### (2) Value creation perspective

The business model is to emphasize the key focus of creating value form the value creation perspective. As shown in Fig. 2.1, the business model manages a good business operation, to bring benefits for the enterprise, customers, partners, suppliers. The core way to create value is mainly through its own resources configuration, more than competitors to create more value.

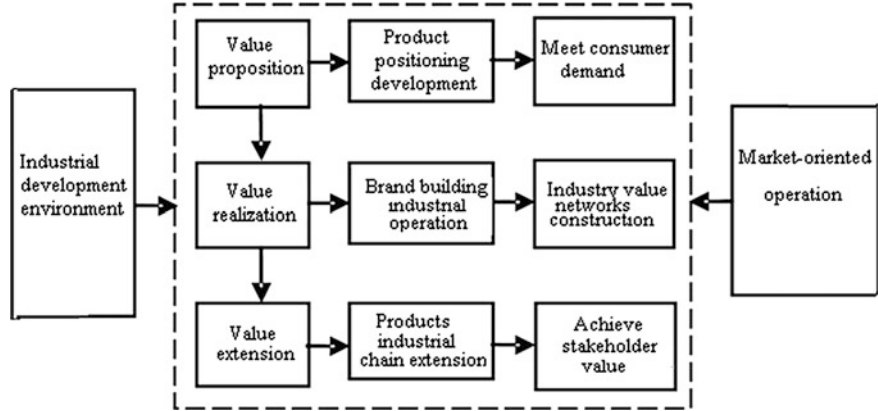


Fig. 2.1 The commercial mode analysis of value creation perspective

(3) System integration perspective

From the system integration perspective, business model is expressed as containing a variety of factors system, which not only pays attention to all the elements of the system, but also pays attention to the mutual relationship. It can be regarded as the key interactions and dependence of the system, it is based on the external conditions and internal resources, the ability to determine, to organize its resources, shareholders, employees, customers, suppliers, and stakeholders to make effective collection, to achieve excess profit from the strategic level.

Above the perspective, analyze the business model operation mechanism of creative industry, as shown in Fig. 2.2.

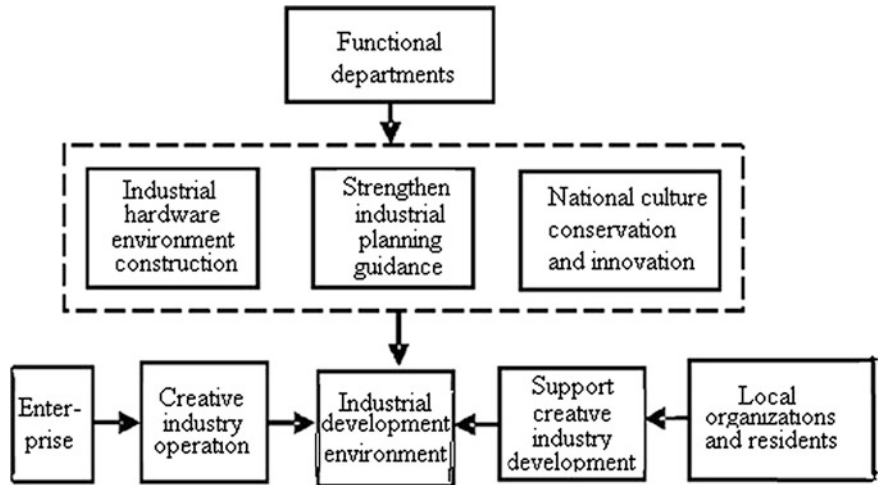


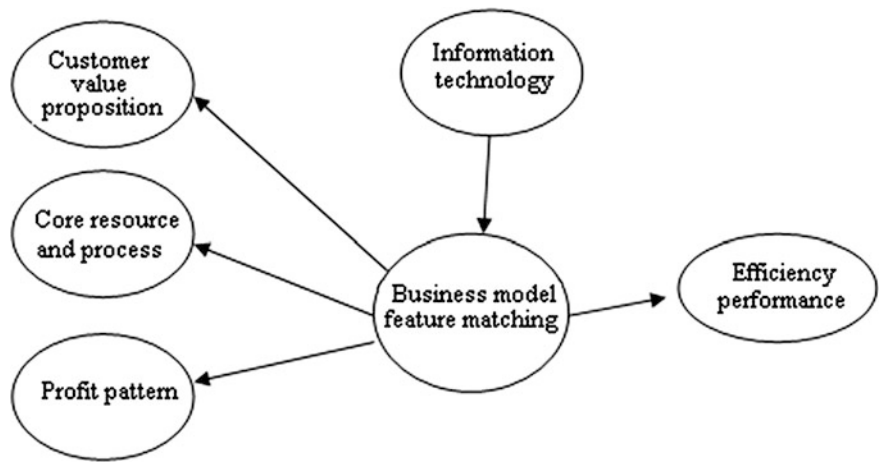
Fig. 2.2 The business model operation mechanism of creative industry

Creative industry business model includes several aspects, not only needs the enterprises to run, also needs the government and related departments through the hardware improvement and policy guidance, the cultural maintenance innovation to support the development of creative industries, and inseparable from the common maintenance and development of the local organizations and residents.

**2.4 Research on Creative Industries Business Model  
Driven by Information Technology**

Creative industries business model is driven by information technology, its matching degree of various elements is shown in Fig. 2.3, information driving business model must have three elements to meet the conditions to achieve effectiveness and performance, respectively customer value proposition, core resource and flow, and the profit pattern [11].

Along with the rapid development of education, nation height value to the educational devotion, the school did to learn environment and condition to contain very big improvement, teachers and the students' number year by year increases, instrument and equipments continuously of renewal, infrastructure in the school continuously strengthens. Meanwhile, the safe problem faced by campus increases day by day, these safe problem not only express because of personnel increment and to the high request made by the infrastructure and the hardware environment and the management work, also performance for educational insecurity in the external environment influence of the factor upon the campus increase gradually, and teachers and the students' individual faces of safe pressure, also express to pursue to study oneself in the school who want continuously a management of



**Fig. 2.3** Creative industries business model driven by information technology

**Table 2.1** Reliability and validity analysis of business models factor combination analysis

High-order composite	Validity reliability	Factor loading	Error of observation value	Elements constitute	Significant test (t value)
Element combination matching degree	0.9246	0.827	0.224	Customer value proposition	19.261
		0.763	0.293	Core resource process	
		0.849	0.275	Profit pattern	

strengthening the internal and dangerous source, establish good campus safe cultural environment.

Along with the speeding of social informationization development, especially in recent years in the world under the push of “information superhighway” fever in the scope, the information technique is influencing the lives of each aspect, its technique development is also in imposing array. Using the modern campus cultural management of information technique can be quickly, effective, auto but again systematically store, modify, check to seek and handle a great deal of information. Making use of information technique will get better effect to strengthen campus cultural construction.

From the Table 2.1, it can be seen that the each element combination reliability value of business models reached 0.9246, indicating that these factors reflect the creative industry business mode operation, however, the elements of the commercial mode of influence degree have difference, all elements have difference for the influence degree of commercial mode, the core resources and flow as well as profit model have significant differences, however, the profit model has the greatest influence to reach 0.849, followed by customer value proposition that is 0.827, the last is the core resource and process.

For the creative industries not only business model is concerned, it also need to analyze the efficiency and performance of business model, which can realize the industry’s continued growth and development. In the Table 2.2, the feature matching degree and the profit level value’s maximum is 0.835, followed by feature matching degree and competitive position is 0.829. However, it has little difference with the business growth path coefficient, while the significant level is 0.05; the

**Table 2.2** Research on creative industry business model element combination for the impact of benefit performance

Feature matching degree and benefit performance	Path coefficient	Covariance	Standard error	(t value)In 0.05 significant level, > 1.87
Feature matching degree and profit level	0.835	0.965	0.055	15.349
Feature matching degree and business growth	0.827	0.921	0.058	14.134
Feature matching degree and competitive position	0.829	0.960	0.055	15.267

three elements about the matching degree and profit level, business growth and competition status have significant difference. For three elements of the creative industries, it should be concerned, however, first to focus on the elements matching degree and profit level, followed by the competitive position, finally the business growth.

## 2.5 Conclusion

Nowadays, to enter the competition stage of the business model, the sustainable development of creative industries is given full play to its own advantage in the need of policy support, to carry on promotion and application development. The first of all must be the overall strategic planning, creative industry area resource, external environment combination analysis, to establish and improve the creative industry business model and the path of development, and to strengthen the creative projects. At the same time, to perfect this emerging industry investment and financing environment, to drive the creative industry's growth and development.

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