

Innovation Mode and Management Strategy of Cultural Industry Integration

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Abstract: The purpose of this paper is to deeply discuss the innovation mode and management strategy of cultural industry integration. Firstly, this paper summarizes the importance and background of cultural industry integration and innovation, and points out that it is the key driving force to promote the development of cultural industry. Then, it analyzes the present situation of cultural industry integration innovation model in detail, including specific applications, challenges and opportunities, and future trends. Furthermore, from the perspective of management strategy, this paper discusses the importance and formulation principles of management strategy, discusses the strategies in organizational structure, human resource management, project management and collaborative innovation, and risk management, and shows the successful practice of management strategy through case analysis. The research results show that the integration and innovation of cultural industries is of great significance to enhance the core competitiveness of cultural industries, and effective management strategies are the key to achieve this goal. This paper not only provides a new perspective for the theoretical research of cultural industry, but also provides practical guidance for the innovative development of cultural industry.

1. Introduction

Under the background of globalization and the rapid development of information technology, the cultural industry is growing at an unprecedented speed [1]. With the increasingly frequent economic and cultural exchanges among countries, cultural industry has not only become an important engine of economic growth, but also an important embodiment of national soft power and cultural influence [2]. In particular, the digital and networked technological changes have brought unprecedented opportunities for integration and innovation for the cultural industry [3]. The wide application of digital technology has made profound changes in the way of creation, production and dissemination of cultural products, and the boundaries between various fields of cultural industry have gradually blurred, and cross-border integration has become a new development trend [4]. However, although the cultural industry is facing great opportunities for development, the lack of innovation ability, management problems and copyright challenges also restrict the sustainable development of the cultural industry [5].

At present, scholars have made some achievements in the research on the integration and innovation of cultural industries [6]. Some studies mainly focus on the dynamic mechanism, influencing factors and innovative development path of cultural industry integration [7]. There are also some studies that pay more attention to the status quo, problems and solutions of cultural industry integration [8]. However, the existing research needs to be strengthened in the systematicness and depth of the innovation mode of cultural industry integration, especially in the management strategy.

The purpose of this study is to deeply explore the integration and innovation model of cultural industry and its management strategy, so as to provide decision support for enterprises and government agencies and promote the sustainable and healthy development of cultural industry. This will not only help to enhance the core competitiveness of cultural industries, but also inject new vitality into the all-round development of social economy.

2. Theoretical basis of cultural industry integration innovation model

2.1. Theoretical discussion of innovation model

Cultural industry refers to an industry that takes culture as its main content and obtains economic benefits by creating, producing, disseminating and selling cultural products or services. According to different standards, the cultural industry can be divided into several sub-categories, such as film and television production, publishing and distribution, music creation, art management and so on. These sub-categories are independent and interrelated, which together constitute a huge cultural industry system.

Cultural industry integration refers to the process of forming new cultural products or services between different cultural industries or between cultural industries and other industries through technology integration, business integration and market integration [9]. Its motivation mainly includes technological progress, changes in market demand, policy promotion and industrial upgrading. These motivations interact and jointly promote the development of cultural industry integration.

Innovation is the core power to promote the development of cultural industry. In the process of cultural industry integration, the choice of innovation mode is very important. Common innovation modes include product innovation, process innovation, organization innovation and market innovation. These models have different application values and implementation difficulties in cultural industry integration, and need to be selected and optimized according to specific conditions.

2.2. Case analysis of the innovative mode of cultural industry integration

In order to show the application effect of cultural industry integration innovation model more intuitively, this study selects five typical cases for analysis. These cases will cover different cultural industries and cultural products, as well as different integration methods and innovation models, as shown in Table 1.

Table 1 Case analysis results of cultural industry integration and innovation

Case number	Industry field	Cultural artifact	Fusion mode	Innovation model	Successful experience	exist problem
1	Film and television production	VR (Virtual Reality) movies	Integration of technology and content	Application of VR technology	The audience has a strong sense of immersion and a novel viewing experience.	High technical cost and audience adaptability.
2	music industry	Digital music platform	Integration of music and technology	Digital music distribution	Convenient and quick way to obtain music	Copyright management problem
3	Art management	Art dianshang platform	Integration of art and e-commerce	Online art trading	Lowered the threshold for buying artworks.	Identification of authenticity of works of art
4	Publishing	Interactive ebook	The integration of traditional publishing and digital technology	Enhance reading interaction	Provides a rich reading experience.	Technical compatibility and format standards
5	Game industry	AR (Augmented Reality) game	The integration of games and the real world	Application of AR technology	The game experience is realistic and the player's participation is high.	The technical realization is difficult and the equipment cost is high.

Through the comparative analysis of the above table, we can sum up the successful experience and existing problems of cultural industry integration and innovation, and provide empirical support for the subsequent management strategy formulation.

3. Practical application of the innovative mode of cultural industry integration

3.1. The status quo of the integrated innovation model and its application in the cultural industry

At present, the integration and innovation model of cultural industry is developing vigorously around the world. With the wide application of digital technology, the boundaries between traditional cultural industries and emerging technology industries are gradually blurred, and various innovation models emerge one after another. For example, in the field of film and television production, the introduction of VR and AR technologies has provided an immersive viewing experience for the audience and changed the ecological pattern of the traditional film and television industry. In addition, music, games, animation and other cultural industries are also actively exploring the road of integration and innovation to adapt to changes in market demand.

The integrated innovation model is widely and deeply applied in the cultural industry. Taking the film and television industry as an example, we can create more attractive film and television works by introducing advanced production technology and innovative narrative techniques. In the music industry, integration and innovation are reflected in the rise of digital music platform, which makes profound changes in the way of music creation, distribution and consumption. In the field of art management, integration and innovation have also promoted the development of emerging formats such as art e-commerce and art finance.

3.2. Challenges and opportunities faced by the integrated innovation model

Although the integrated innovation model has brought new development opportunities to the cultural industry, it also faces many challenges. First of all, technological innovation is fast, but it may be difficult for employees in the cultural industry to adapt to these changes quickly. Secondly, integration and innovation need cross-industry cooperation and exchange, but cultural differences and interest demands between different industries may make cooperation difficult to achieve. However, it is these challenges that bring opportunities for the transformation and upgrading of the cultural industry. By overcoming challenges, the cultural industry can achieve higher quality development.

In the future, the integration and innovation mode of cultural industry will continue to deepen development. On the one hand, with the popularization of technologies such as 5G, big data and cloud computing, the cultural industry will become more digital, intelligent and networked. On the other hand, consumers' demand for personalized, diversified and high-quality cultural products will continue to grow, promoting the continuous innovation and upgrading of the cultural industry. Therefore, the future cultural industry integration and innovation will pay more attention to user experience, content innovation and cross-border cooperation.

4. Management strategy of cultural industry integration innovation model

4.1. Management strategy and formulation principles

(1) The importance and principles of management strategy

In the process of cultural industry integration and innovation, the formulation of management strategy is very important. Effective management strategies can ensure the smooth progress of innovation activities, reduce risks and improve overall performance. The principles of market orientation, flexibility, sustainability and teamwork should be followed when formulating management strategies to ensure forward-looking and practical strategies.

(2) Organizational structure and human resource management strategy

In terms of organizational structure, cultural industry enterprises should establish a flat, flexible and efficient organizational structure in order to quickly respond to market changes and innovation needs. At the same time, enterprises should attach importance to the development and management of human resources, and improve employees' innovative ability and teamwork spirit through training, motivation and career planning.

(3) Project management and collaborative innovation strategy

Project management is a key link in the process of cultural industry integration and innovation. Enterprises should establish a sound project management system, define the project objectives, schedule and budget, and ensure the smooth implementation of the project. In addition, enterprises should actively seek opportunities for collaborative innovation with other industries or enterprises to jointly promote the development of cultural industries through resource sharing and complementary advantages.

(4) Risk management strategy

In the process of cultural industry integration and innovation, enterprises are faced with various challenges such as technical risk, market risk and legal risk. Therefore, it is very important to establish a sound risk management mechanism. Enterprises should regularly assess and monitor all kinds of risks and formulate corresponding countermeasures to reduce the impact of potential risks on enterprises.

4.2. Case study: successful management strategy practice

This section will analyze the successful management strategy practice through specific cases. For example, a film and television company successfully created a popular film and television work by introducing advanced production technology and innovative marketing strategy [10], as shown in Table 2.

Table 2 Details of successful management strategy case analysis

Case name	Industry field	Describe in detail	Key points of management strategy
Popular film and television work "The Legend of Tonggu"	Film and television entertainment	A film and television company adopted a number of advanced production technologies for the new drama "The Legend of Tonggu", and promoted it by combining social media and short video platforms. During the filming process, emphasis is placed on team collaboration, implementing refined project management, and collaborating with well-known brands for implantable advertising.	1. Use 4K shooting and special effects technology to improve the picture quality. 2. Formulate targeted social media marketing strategies. 3. Strengthen cross-departmental collaboration and communication. 4. Adopt agile project management methods. 5. Carry out cross-industry cooperation, such as brand implantation and derivative development.

The company pays attention to teamwork and project management, which ensures the smooth implementation of the project. At the same time, they also actively seek cooperation opportunities with other industries, and realize resource sharing and complementary advantages through collaborative innovation. This case shows the importance and practical application effect of effective management strategies in cultural industry integration and innovation.

5. Conclusions

This study deeply discusses the innovation mode of cultural industry integration and its management strategy. Through the detailed analysis of the definition and classification of cultural industry, the concept and motivation of cultural industry integration, the theory of innovation mode and specific cases, this paper reveals the current situation, specific application, challenges and opportunities faced by cultural industry integration and innovation, as well as the future development trend. At the same time, from the perspective of management strategy, this paper also puts forward specific strategies for the importance of cultural industry integration and innovation, organizational structure and human resource management, project management and collaborative innovation, risk management and so on.

The research results show that the integration and innovation of cultural industry is an important driving force to promote the sustained and healthy development of cultural industry, and effective

management strategy is the key to achieve the goal of integration and innovation. This study not only enriches the theoretical system of cultural industry integration and innovation, but also provides useful guidance for the practice of cultural industry. The future research direction can pay more attention to the specific performance of cultural industry integration and innovation in different regions and cultural backgrounds, and explore more effective management strategies to support the innovation and development of cultural industries.

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