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## **Factors Affecting The Development of Chengdu Kuanzhai Cultural And Creative Industry Investment Group Co.,Ltd.**

**Liu Qiaochen<sup>1</sup> Somchai Tantasanee<sup>2</sup>**

<sup>1</sup>Liu Qiaochen Student, MMOD, Graduate School of Business and Advanced Technology

Management, Assumption University, Thailand Email: 737347830@qq.com

<sup>2</sup> Somchai Tantasanee Lecturer, MMOD Graduate School of Business and Advanced Technology Management, Assumption University, Thailand

Email: tantasa2003@yahoo.com

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### **Abstract**

This article employs mixed-method research aiming to determine the factors affecting and improving the development level of Chengdu cultural creative industry in Sichuan Province. The research site is Chengdu Kuanzhai Cultural and Creative Industry Investment Group Co., Ltd. The population is made up of company personnel, a total of 130 people, and the sample size is 100 respondents. Research respondents include company managers and employees at staff level. The research instruments include the questionnaire for the quantitative research method and the interview for the qualitative method. The data analyses comprise of multiple linear regression for quantitative analysis and content analysis for qualitative analysis. The research findings show that creative talents, creativity, technology, intellectual property and culture have significant influences on the development of cultural and creative industries in Chengdu, China.

**Keywords:** creative talents, creativity, culture, technology, intellectual property, creative industry

### **Introduction**

In September 2018, the General Office of the State Council issued their opinions on promoting high-quality development of innovation and entrepreneurship and creating an upgraded version of "mass entrepreneurship and innovation".

Subsequently, the Ministry of Industry and Information Technology issued the Interim Measures for the management of national industrial heritage in November 2018. In December 2019, the Ministry of Justice issued the People's Republic of China's law on the

promotion of cultural industry.

Benefiting from favorable policies and the gradual upgrading of residents' consumption structure, China's cultural and creative industries have developed well, and the added value of culture and related industries has increased year by year.

According to the data, the added value of national culture and related industries in 2019 was US \$682.5 billion, an increase of 7.8% over the previous year, accounting for 4.5% of GDP, an increase of 0.02 percentage points over the previous year.

From the perspective of provinces and cities, the cultural industries in Beijing and Zhejiang are in the forefront, Sichuan lags behind. From the released comprehensive index of cultural industry development of provinces and cities across the country, the comprehensive index of development of Beijing in 2019 was 82.67, that of Zhejiang Province was 82.48 and that of Sichuan Province was 77.97.

### **Organizational Background**

Chengdu Kuanzhai Cultural and Creative Industry Investment Group Co., Ltd. is a subordinate of Chengdu cultural tourism group. It is established in accordance with the idea of "developing large tourism, forming large industries and forming large groups" of Chengdu Municipal Party Committee and Chengdu Municipal Government to deepen the reform of cultural tourism system, improve the management level and competitive strength of Chengdu cultural tourism industry, and promote the development of cultural tourism industry.

### **Statement of the Problem**

The main problem is the slow development of cultural and creative industries in Chengdu, Sichuan. Compared with 2020, the economic growth of cultural and creative industries in Chengdu, Sichuan decreased by 10%. The economic growth rate of cultural and creative industries in Chengdu, Sichuan Province decreased year by year from 80% in 2018, 75% in 2019 and 70% in 2020. Therefore, this study aims to examine factors affecting the development of cultural and creative industries in Sichuan through the research and analysis of creative talents, creativity, culture, technology and intellectual property rights.

### **Significance of the Study**

As a research focus, Chengdu Kuanzhai cultural and Creative Industry Investment Group Co., Ltd. can strengthen the development of cultural and creative industries from the perspective of creative talents, creativity, culture, technology, and intellectual property. The

research results and suggestions of this paper will be helpful to enterprises, practitioners, consumers and future researchers in cultural and creative industries.

### **Research Objectives**

- To examine the most critical factors affecting the development of cultural and creative industries in Chengdu.
- To formulate suggestions for strengthening the development of cultural and creative industries in Chengdu, Sichuan.

### **Research Questions**

- What is the most critical factor affecting the development of cultural and creative industries in Chengdu?
- How can the development of cultural and creative industries in Chengdu, Sichuan be strengthened?

### **Definition of Terms**

#### **Creative Talents**

Creative talents refer to talents with quality of art, technology, management, management of professional creative industry needs (Liu, 2019).

#### **Creativity**

Creativity is the ability to produce through imaginative skill (Martinaitytė and Kregždaitė, 2015).

#### **Culture**

Culture refers to individual experience, something learned or created by individuals themselves or passed on to them socially by contemporaries or ancestors (Liang and Wang, 2020).

#### **Technology**

Technology is a modern tool for transforming cultural creativity into products and an important means to support the development of cultural and creative industries (Liu, 2019).

#### **Intellectual Property**

Intellectual property (IP) is a generic legal term for patents, copyrights, and trademarks, all of which provide legal rights to protect ideas, the expression of ideas, and the inventors of such ideas (Monika, 2021).

## **Cultural and Creative Industry Development**

The development of cultural and creative industry is a process that originates from the accumulation of creativity or culture, application and expansion of intellectual property rights (Xu, 2016).

### **Literature Review**

#### **Development of Cultural and Creative Industries**

The development of cultural and creative industries is the cross fields of culture, science and technology and commerce. Economic, technological, social, and cultural factors directly affected the development of cultural and creative industries. Martinaitytė and Kregždaitė (2015) study "The development of cultural and creative industries" is one of the main driving forces of economic growth and urban development in many cities around the world. The development of cultural and creative industries should be combined with advanced technology, especially digital technology. At the same time, innovative talents should be combined with culture (Liang & Wang, 2020).

At the same time, Liu (2019) concluded that as the pillar industry of service industry in Jilin Province, cultural and creative industry plans to develop creative industries represented by film and television, publishing, software, and animation, so as to form a competitive cultural industry system with Jilin characteristics. Focusing on cultural and creative industries, Jilin Provincial Development and Reform Commission, through project construction and policy support, vigorously improves the original ability and independent innovation ability of cultural and creative industries in Jilin Province, promotes "made in Jilin" and "built in Jilin", and improves the quality and level of the development of cultural and creative industries. Li and Li (2011) believe that cultural and creative industries are one of the most powerful components of the world's economy, providing new opportunities for emerging countries to enter highly developed regions of the world economy.

#### **Creative Talents**

Creative talents have a significant influence on the development of cultural and creative industries. Creative talents refer to talents with quality of art, technology, management, management of professional creative industry needs (Liu, 2019). At the same time, the development of cultural and creative industries must be combined with advanced technology, creative talents and cultural needs to enhance cultural and creative industries. (Liang & Wang, 2020).

#### **Creativity**

Creativity is an ability generated through imagination. Scientific creativity, technological creativity, economic creativity, and cultural creativity are completely

interdependent with the economy (Martinaitytė & Kregždaitė, 2015). Culture and creativity are increasingly integrated into China's urban development strategy to support the economic vitality of urban areas (Liang & Wang, 2020) .

Creative industries include personal creativity, in which skills and talents become tools to create wealth and increase potential employment opportunities through the development and use of intellectual property rights (Dong & Haruna, 2012).

### **Culture**

Culture is not only an important symbol of the survival and continuity of a country, but also the identity of a country and the symbol that a city is different from other cities. The core element of the development of cultural industry is to realize innovation based on culture. As mentioned earlier, Martinaitytė and Kregždaitė, (2015), stated that culture and creativity are increasingly integrated into China's urban development strategy to support the economic vitality of urban areas, which has played a positive role in the development of China's cultural and creative industries (Liang & Wang, 2020) .

### **Technology**

Technology is a modern technical tool to promote the transformation of cultural creativity into products. It is also an important supporting means for the development of cultural and creative industries (Liu, 2019). Cultural and creative industries are cross cutting areas of culture, technology, science, and commerce. Cultural and creative industries affect the overall economic growth through economic, social, and technological development (Martinaitytė & Kregždaitė, 2015).

Liang and Wang (2020) concluded in their research that the development of cultural and creative industries should be combined with advanced technology, especially digital technology to improve cultural and creative industries. The combination of technology should also combine the factors of creative talents and culture.

### **Intellectual Property**

"Intellectual property" (IP) is a common legal term for patents, copyrights and trademarks, all of which provide legal rights to protect creativity, creative expression and creative inventors (Monika, 2021).The development of cultural and creative industries should also adopt a variety of policy support and cultivation of cultural and creative industries, including the introduction of talents, policy support and protection of intellectual property rights, so as to attract a variety of creative talents. According to Li and Li (2011), cultural and creative industries are one of the most powerful parts of the earth's economy. Xu (2016) believes that cultural and creative industry originates from creativity or cultural accumulation, infiltrates the path and application of intellectual property rights, has the

potential to create wealth and employment opportunities, and promotes the overall living and cultural environment. It plays a vital role in the cultural and creative industry. In the development of cultural and creative industry in Chengdu, Sichuan, the protection of intellectual products must be paid attention to.

### **The Theory of Appreciative Inquiry (AI)**

Appreciative Inquiry (AI) is a practical and effective method to stimulate collective wisdom and create a learning organization (Cooperrider & Srivastva, 1987). Appreciative Inquiry as a method for researching. As a tool for organizational change Appreciative Inquiry focuses on organizational strengths, with practitioners working collaboratively with organizations to explore the present and desired future and to plan for change. Appreciative inquiry begins with a positive topic and is driven through a cycle of positive change. There are four steps: discovery, dream, design, and destiny. This four-step cycle can make organizations a powerful force for change.

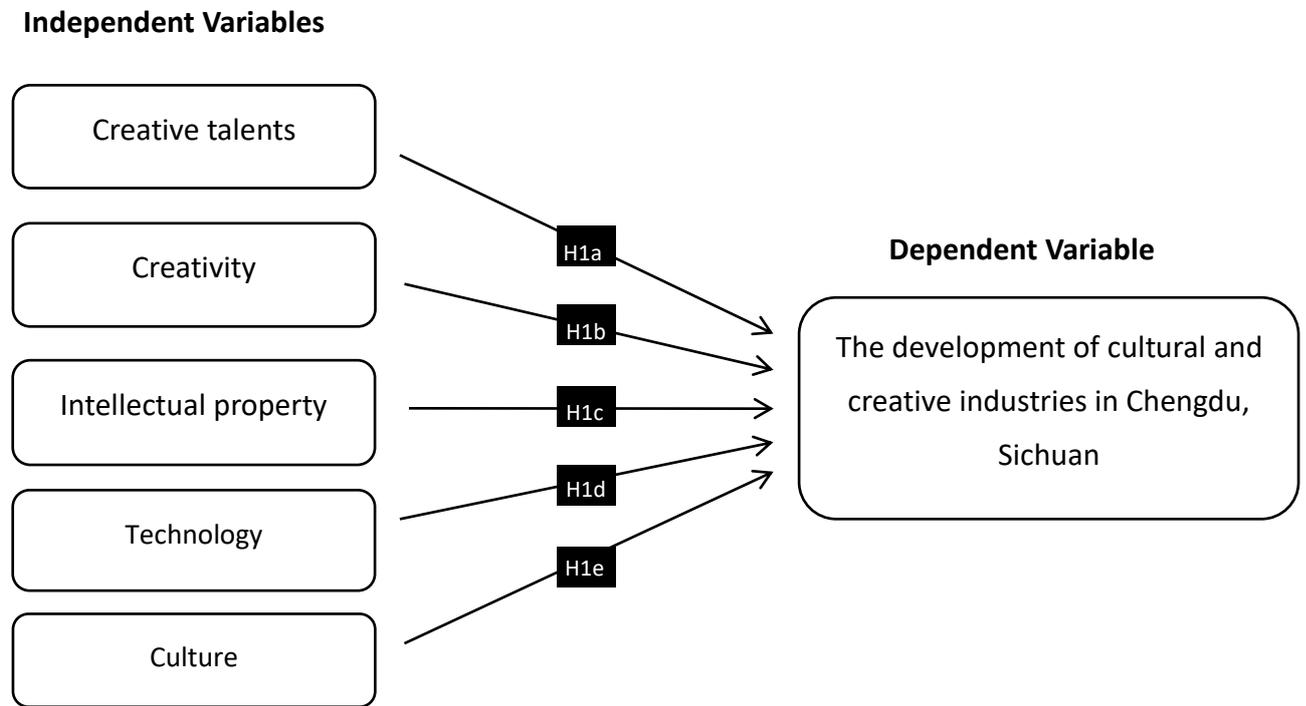
The first step is based on the "discovery" design, which needs to use the strength of the entire organization to determine the core success factors of the organization from the past to the present and the future. The second step is based on the "dream" design. It needs to combine the discovered potential with existing resources to create an intuitive visual effect, just as the organization expected. The third step is to design based on the ideal model to design new design conditions for the organization to ensure the rapid realization of the dream. The fourth step is based on the design of "destiny". The organization stimulates the enthusiasm and creativity of employees, thus enhancing the motivation of the whole system reform and enabling the organization to learn and adjust itself. Based on the appreciation and dream survey, employees' participation and initiative are greatly enhanced (David et al, 2007).

### **Conceptual Framework**

The independent variables include creative talents, creativity, intellectual property rights, technology, and culture. The dependent variable is the development of cultural and creative industry in Chengdu, Sichuan.

**Figure 1**

*Conceptual Framework*



**Statistical Hypotheses**

The assumptions of this study are summarized into five dimensions that affect the development of cultural and creative industries in Chengdu, Sichuan from the conceptual framework, as follows:

H1a<sub>0</sub> Creative talents have no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1a<sub>a</sub> Creative talents have significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1b<sub>0</sub> Creativity has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1b<sub>a</sub> Creativity has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1c<sub>o</sub> Intellectual property has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1c<sub>a</sub> Intellectual property has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1d<sub>o</sub> Technology has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1d<sub>a</sub> Technology has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1e<sub>o</sub> Culture has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

H1e<sub>a</sub> Culture has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.

### **Research Methodology**

Research methodology includes research design, population and sample, research instruments, validity and reliability test of research instruments, data collection, and data analysis.

#### **Research Design**

This research adopts a mixture of quantitative and qualitative research methods, using the structured questionnaire and in-depth interviews:

#### **Population, Sample Size**

The target population is 130 workers of Chengdu Kuanzhai Cultural and Creative Industry Investment Group Co., Ltd. The sample size is 100.

#### **Research Sampling Method**

The researcher uses convenience sampling method to select the respondents. The questionnaire, as the research instrument, was sent to the respondents.

## Research Instruments

### Quantitative Part

This research instrument adopts the Five-point Likert Scale. Descriptive analysis was applied for analyzing demographics of the respondents and Multiple Linear Regression as the statistical treatment to test the hypotheses. The validity of the instrument by 3 experts and the reliability test were applied before the distribution of the questionnaire.

### Reliability Test

The reliability test used 30 respondents to identify Cronbach's Alpha of each variable from the conceptual framework. The Cronbach's Alpha of each variable needs to be at least 0.6 for passing the reliability test. (Hendy et al., 2019).

### Demographic Profile of Respondents

There were 100 respondents who participated in the survey with 50 men accounting for 50% and 50 women accounting for the other 50%.

In terms of Age, 39% of the respondents are aged between 21 and 30, 46% between 31 and 40, only 9% are between 41 and 50, and the remaining 6% are over 50. This shows that most of the respondents are young and middle-aged people.

In terms of education level, 2% have received high school education, 6% have a bachelor's degree or above, 81% have a bachelor's degree, 9% have a master's degree and 2% are others. This shows that most clients have education ranging from high school or above.

The working experience of respondents is as follows: 37% have one year of working experience, 37% have more than one year but less than five years, 17% have 5 to 10 years and 9% have 11 to 15 years. Three quarters of customers have more than 1 year and less than 10 years of working experience.

**Table 1**

#### *Reliability Test Results*

Variable	Number of Items	Cronbach's Alpha	Reliability
Creative talents	4	0.694	Reliable
Creativity	3	0.601	Reliable
Intellectual property	4	0.607	Reliable
Technology	4	0.644	Reliable

Culture	4	0.667	Reliable
The development of cultural and creative industry	4	0.631	Reliable

Table 1 illustrates the results of Cronbach's Alpha analysis for each variable. All variables had values greater than 0.60: creative talents (0.694), creativity (0.601), intellectual property (0.607), technology (0.644), culture (0.667) and the development of cultural and creative industry (0.631). This result shows that the questions under each variable are reliable for this study.

### Validity Test

The validity test of the research instruments was conducted before testing the reliability of the questionnaire by asking 3 experts to rate each question using the Item of Objective Congruence (IOC). In order for the questions to pass the validity test, the score from the three experts must be equal to or higher than 0.67. The IOC, as the validity tool, is aimed at seeking the expert's feedback on the degree of congruency between the research instrument questions and the research objectives of the study along with the definitions of terms.

### Translation Validity

The questionnaire was translated into Chinese for easy understanding of the questions by the respondents. Therefore, the researcher asked two Chinese scholars with a Master's degree and in-depth knowledge of management to verify the translation quality of the questionnaire.

### Qualitative Part

The researcher selected 10 employees for interview. These three questions were designed based on appreciative inquiry. The researcher developed the following interview questions: These questions were designed by aligning to the research questions and have been verified by the experts. All interview questions aligned to discovery, dream, destiny, and design from the 4D cycle of Appreciative Inquiry (AI) .

1) How to develop and strengthen the values of the company in terms of creative talents, creativity, technology, culture, intellectual property?

2) How should the company adjust and play a more active role in the future in terms of creative talents, creativity, technology, culture and intellectual property in Chengdu’s cultural and creative industry?

3) How should the company’s employees adapt and play a more active role in the future in terms of creative talents, creativity, technology, culture and intellectual property rights of Chengdu’s cultural and creative industry?

**Data Analysis and Treatment**

**Multiple Linear Regression Model Summary of Hypotheses (H1a-H1e)**

**Table 2**

*R, R<sup>2</sup>, and Adjusted R<sup>2</sup> from Multiple Linear Regression*

Model Fit Measures			
Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>
1	0.955	0.912	0.907

Source: creative talents, creativity, technology, intellectual property and culture

Table 2 shows that R<sup>2</sup> is 0.912 which can be interpreted as when creative talents, creativity, technology, intellectual property and culture increase, the development of cultural and creative industries will increase by 91.2 %.

**Summary of Coefficient for Regression Model of Hypotheses (H1a-H1e)**

**Table 3**

*Model Coefficients*

Model Coefficients - The development of cultural and creative industries in Chengdu, Sichuan.							
						95% Confidence Interval	
Predictor	Estimate	SE	t	p	Stand. Estimate	Lower	Upper
Intercept	-1.303	0.3300	-3.95	< .001			
Creative talents	0.345	0.0564	6.11	< .001	0.358	0.2416	0.474
Creativity	-0.288	0.0884	3.26	0.002	0.104	0.0407	0.168
Intellectual	0.140	0.0446	3.14	0.002	0.102	0.0375	0.166

property							
Technology	0.212	0.0639	3.32	0.001	0.201	0.0806	0.321
Culture	0.393	0.0656	5.99	< .001	0.398	0.2663	0.530

Note: P: P-value , SE: Standard Error, T: Student's t test

It can be seen from Table 3 that the factors affecting the development of cultural and creative industries in Sichuan are creative talents, creativity, intellectual property rights, technology and culture, and their P (P-value) values are 0.001, 0.002, 0.002, 0.001 and 0.001 respectively. Among them, the key factors affecting the development of cultural and creative industries in Sichuan is culture, with the highest standard estimate value of 0.398, followed by creative talents, with the estimated value of 0.358, technology, with the estimated value of 0.201, creativity, with the estimated value of 0.104 and intellectual property, with the estimated value of 0.102.

### Multicollinearity Analysis

**Table 4**

*Multicollinearity Statistics*

Collinearity Statistics		
	VIF	Tolerance
Creative talents	3.66	0.273
Creativity	1.09	0.914
Intellectual property	1.12	0.890
Technology	3.92	0.255
Culture	4.72	0.212

Multicollinearity analysis is adopted for the coincidence degree of problems raised by independent variables. According to Table 4, the Variance Inflation Factor (VIF) values of all variables are lower than 5 and are therefore acceptable (Menard, 2001). The coincidence degree of the questions raised by the independent variables is acceptable.

## Summary of Hypotheses Testing

**Table 5**

*Summary of Hypotheses Testing (below the table)*

Hypotheses	Statistical Hypotheses	Statistical Method		Level of P	Stand . Estimate	Results
H1a <sub>o</sub>	Creative talents have no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.	Multiple Liner Regression		0.001	0.358	Reject H1a <sub>o</sub>
H1a <sub>5</sub>	Creative talents have significant influence on the development of cultural and creative industries in Chengdu, Sichuan.					
H1b <sub>o</sub>	Creativity has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.	Multiple Liner Regression		0.002	0.104	Reject H1b <sub>o</sub>
H1b <sub>a</sub>	Creativity has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.					
H1c <sub>o</sub>	Intellectual property has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.	Multiple Liner Regression		0.002	0.102	Reject H1c <sub>o</sub>
H1c <sub>a</sub>	Intellectual property has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.					

H1d <sub>o</sub>	Technology has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.	Multiple Liner Regression		0.001	0.201	Reject H1d <sub>o</sub>
H1d <sub>a</sub>	Technology has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.					
H1e <sub>o</sub>	Culture has no significant influence on the development of cultural and creative industries in Chengdu, Sichuan.	Multiple Liner Regression		0.001	0.398	Reject: H1e <sub>o</sub>
H1e <sub>a</sub>	Culture has significant influence on the development of cultural and creative industries in Chengdu, Sichuan.					

Remark: based on level of P value < 0.05

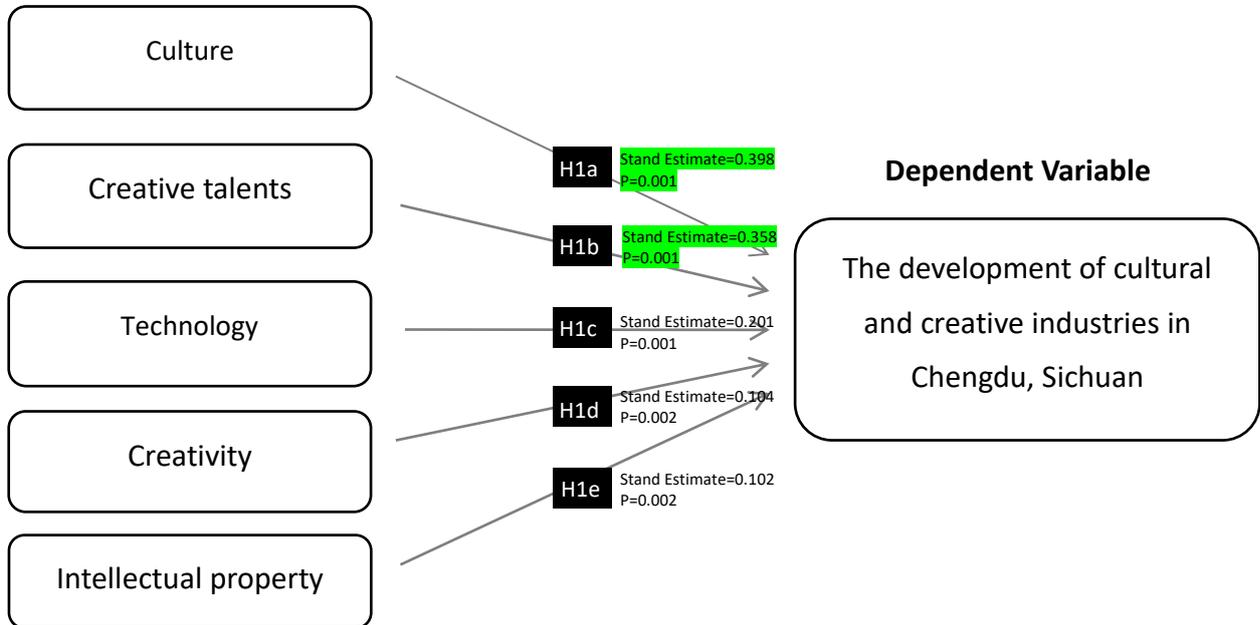
The results of linear regression analysis in Table 5 show that creative talents, creativity, intellectual property, technology, and culture are the factors affecting the development of cultural and creative industries in Chengdu, Sichuan.

Moreover, culture is the most critical factor affecting the development of cultural and creative industries in Chengdu, Sichuan, with a P value of less than 0.05 and the highest standard estimate at 0.398. Therefore, the organization should give top priority and full attention to culture. Creative talents have a standard estimate of 0.358 and technology has the standard estimate of 0.201. The creativity standard estimate is 0.104 and finally intellectual property has the standard estimated of 0.102 which are other critical factors affecting the development the cultural and creative industry in Chengdu, Sichuan.

**Figure 2**

*Hypotheses testing results*

**Independent Variables**



**Summary of Demographic Profile**

There were 100 respondents in the survey conducted among which are 50 men accounting for 50% and 50 women accounting for the other 50%. As for age 39% of the respondents are aged between 21 and 30, 46% are between 31 and 40, 9% are between 41 and 50, and 6% are over 50. Therefore, based on the foregoing, most of the respondents were young and middle-aged people. In terms of education level, 2% have received high school education, 6% have a bachelor's degree or above, 81% have a bachelor's degree, 9% have a master's degree and 2% are others. Most clients have education ranging from high school or above. In terms of working experience, 37% have one year of working experience, 37% have more than one year but less than five years, 17% have 5 to 10 years and 9% have 11 to 15 years. Therefore, the result shows that three quarters of customers have more than 1 year and less than 10 years of working experience.

**Table 6**

*Summary of the Interview Results for Question 1*

*Question 1: How to develop and strengthen the values of the company in terms of creative talents, creativity, technology, culture, intellectual property?*

Variable	Statement
Creative talents	Actively implement the policy of introducing innovative talents, pay attention to the training of innovative talents, improve the training plan of innovative talents, and strengthen the reward mechanism for innovative talents.
Creativity	Strengthen the development and investment of creative products, and pay attention to the cultivation of creative thinking of the company and its personnel.
Technology	Introduce high-end technology, improve the level of science and technology, and constantly improve the management and technical level of the company.
Culture	Attach importance to and respect historical culture, enhance cultural self-confidence, deepen the adaptability of culture to modern society.
Intellectual property	Strengthen intellectual property protection measures and improve the intellectual property awareness of companies and personnel.

**Table 7**

*Summary of the Interview Results for Question 2*

*Question 2: How should the company adjust and play a more active role in the future in terms of creative talents, creativity, technology, culture and intellectual property in Chengdu's cultural and creative industry?*

Variables	Statement
Creative talents	Timely establish preferential policies and reward systems for innovative talents, pay attention to the cultivation of innovative talents.
Creativity	Pay attention to the cultivation of creative thinking.
Technology	Adhere to technological innovation and actively introduce high-end technologies.
Culture	Strengthen cultural construction and pay attention to brand culture.
Intellectual property	Improve the intellectual property law and enhance the awareness of intellectual property protection.

**Table 8**

*Summary of the Interview Results for Question 3*

*How should the company's employees adapt, improve and play a more active role in the future in terms of creative talents, creativity, technology, culture and intellectual property rights of Chengdu's cultural and creative industry?*

Variables	Statement
Creative talents	Pay attention to the improvement of our own ability, keep learning, actively participate in the training and learning activities of creative talents.
Creativity	Constantly improve your creativity, improve creativity, learn more about the industry, think more about its core, and put forward creative and positive suggestions.
Technology	Actively explore new technologies, fully integrate with science and technology, and actively introduce high-end technologies.
Culture	Improve professional quality and cultural heritage, and strengthen cultural exchanges.
Intellectual property	Improve professional skills and strengthen professional learning.

### Discussion of Findings

The research results are consistent with the literature review. Creative talents have a significant influence on the development of cultural and creative industries. Creative talents refer to talents with quality of art, technology, management, management of professional creative industry needs (Liu, 2019). At the same time, the development of cultural and creative industries must be combined with advanced technology, creative talents and cultural needs to enhance cultural and creative industries. (Liang & Wang , 2020).

The study found that creativity is also a significant factor influencing the development of cultural and creative industries. Culture and creativity are increasingly integrated into China's urban development strategy to support the economic vitality of urban areas (Liang & Wang, 2020) .

Culture is also a factor influencing the development of the cultural industry. The core element of the development of cultural industry is to realize innovation on the basis of culture Martinaitytė and Kregždaitė (2015), stated that culture and creativity are increasingly integrated into China's urban development strategy to support the economic vitality of urban areas, which has played a positive role in the development of China's cultural and creative industries (Liang and Wang, 2020) .

Technology also has significant influence on the development of cultural and creative industries. Technology. A modern technical tool to promote the transformation of cultural creativity into products is important supporting means for the development of cultural and creative industries (Liu, 2019). Cultural and creative industries are cross cutting areas of culture, technology, science, and commerce. Cultural and creative industries affect the overall economic growth through economic, social and technological development (Martinaitytė & Kregždaitė, 2015). Liang and Wang (2020) concluded in the research that the development of cultural and creative industries should be combined with advanced technology, especially digital technology to improve cultural and creative industries.

Intellectual property has significant influence on the development of cultural and creative industries from the research finding. Intellectual property is a common legal term for patents, copyrights, and trademarks, all of which provide legal rights to protect creativity, creative expression, and creative inventors (Monika, 2021). According to Li and Li (2011), cultural and creative industries are one of the most powerful parts of the earth's economy. Xu (2016) believes that cultural and creative industry originates from creativity or cultural accumulation, infiltrates the path and application of intellectual property rights, has the potential to create wealth and employment opportunities, and promotes the overall living and cultural environment.

Therefore, to improve the development of cultural and creative industries, the company should strengthen the cultivation of creative talents, pay attention to the promotion of creativity, strengthen cultural construction, timely optimize its own technology, and pay attention to the role of intellectual property.

The results of this study will help Chengdu Kuanzhai cultural and Creative Industry Investment Group Co., Ltd. to develop its cultural and creative industries and improve its market competitiveness.

### **Conclusions**

From the research findings, creative talents, creativity, technology, intellectual property rights and culture have significant influence on the development of cultural and creative industry in Chengdu, Sichuan.

OD Intervention Recommendations for Future Development of Chengdu Kuanzhai Cultural and Creative Industry Investment Group Co., Ltd.

The company should strengthen its own cultural construction, such as exploring its own development history, establishing a complete set of brand system for the company,

such as the company's logo, website visual system, formulating the code of conduct system of the company's employees, etc.

The company should constantly upgrade their equipment to match the professional software of relevant industries and establish its own enterprise database. In terms of products, the company should actively explore new technologies, strive to develop new products, and fully integrate with science and technology. In general, the company should actively introduce high-end technology and advanced management technology and promote technological innovation.

The company should further improve the preferential policies and reward system for the cultivation of innovative talents, conduct regular professional training, cooperate with major universities, and increase the reserve channels of talents.

The company should pay attention to the cultivation of employees' creative thinking, such as regularly finding a professional team to carry out creativity training for employees, establishing the company's own training website or organization for targeted cultivation, regularly holding internal creativity competitions, etc.

Enterprises should enhance the awareness of intellectual property protection of enterprises and individuals, constantly optimize, or strengthen the study and training of intellectual property protection, timely improve the development level of professional knowledge and intellectual property, constantly enhance the awareness of intellectual property protection, and fully understand the relevant contents of intellectual property law.

**Table 9**

*Proposed ODI Recommendations for Chengdu Kuanzhai Cultural and Creative Industry Investment Group Co., Ltd.*

Finding of Research	Proposed ODI	Expected Future Outcome
The construction of corporate culture is relatively weak.	The company should strengthen its own cultural construction, such as combing its own development history, establishing its own cultural exhibition hall for enterprises if conditions permit, establishing a complete set of brand system of the company, such as the company's logo, website visual system, formulating the code of conduct system of the company's employees, uniform work clothing, etc.	A perfect cultural system will greatly improve the company's position in the market, and the ways and channels of external publicity will be more diversified. In this way, it will play a positive role in the enterprise and even the industry.

Finding of Research	Proposed ODI	Expected Future Outcome
<p>The company's office equipment is relatively old and the technical update is relatively slow.</p>	<p>The company should constantly upgrade the equipment to match the professional software of relevant industries, and establish its own enterprise database. In terms of products, the company should actively explore new technologies, strive to develop new products, and fully integrate with science and technology. In general, the company should actively introduce high-end technology and advanced management technology, and promote technological innovation.</p>	<p>The upgrading and promotion of equipment will greatly improve the execution efficiency of the company and the team. In this way, enterprises can promote the upgrading of the industry.</p>
<p>The company's employees or posts are relatively fixed, lack of work enthusiasm, the reserve of creative talents is relatively weak, and the incentive mechanism for creative talents is relatively lacking.</p>	<p>The company should further improve the preferential policies and reward system for cultivation of innovative talents, conduct regular professional training, cooperate with major universities, and increase the reserve channels of talents.</p>	<p>The reserve of creative talents and the number of personnel should be continuously improved, which can greatly enhance the competitiveness of the company and the team and promote the development of the company and the industry.</p>
<p>The company has low sensitivity to the cultural and creative industry market and relatively weak creativity cultivation of employees.</p>	<p>The company should pay attention to the cultivation of employees' creative thinking, such as regularly finding a professional team to carry out creativity training for employees, establishing the company's own training website or organization for targeted cultivation, regularly holding internal creativity competitions, etc.</p>	<p>The enhancement of the creativity of the company and its employees has an absolute advantage over the company's product development and market development, which will make the company active in the market and continuously strengthen its market competitiveness.</p>
<p>The company pays less attention to intellectual property rights and lacks awareness of protection.</p>	<p>Enterprises should enhance the awareness of intellectual property protection of enterprises and individuals, constantly optimize or strengthen the study and training of intellectual property protection, timely improve the development level of professional</p>	<p>The continuous improvement of intellectual property rights plays a positive role in the development of the company. It is indispensable in the company's brand construction, product R &amp; D and market</p>

Finding of Research	Proposed ODI	Expected Future Outcome
	knowledge and intellectual property, constantly enhance the awareness of intellectual property protection, and fully understand the relevant contents of intellectual property law	promotion, which can enable the company to reduce legal risks.

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