

AN ICT INNOVATIVE SERVICE MODEL FOR CULTURE TO CREATIVE INDUSTRY

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Abstract:

In this study, an ICT (Information and Communication Technology) innovative service model was developed and constructed for Culture to Creative Industries. We analyse the cultural policy implications in Taiwan of a shift in terminology from cultural to creative industries and explored the current situation and the ICT service needs for the better marketing and operation performance to micropreneurs, and therefore to design and develop a mobile business application and innovative service business model for Culture to Creative Industries according to the concepts of service science, SOA, and SaaS. The research findings confirm the utility of this approach for understanding the needs, cooperation possibilities and the reveal influence effects across different fields. It is helpful to the further cooperation and long-term development between ICT and Culture to Creative Industries.

Keywords: culture to creative industries, information and communication technology (ICT), innovation and entrepreneurship management, micropreneurs, service innovation, service oriented architecture (SOA), software as a service (SaaS)