



**Call for Papers**

## CREATIVITY FROM A GLOBAL PERSPECTIVE

An International Conference on the Creative Industries

18 – 20 October 2010

Venue: Nordic Lighthouse, Shanghai



Courtesy of © Neng Mao Store. *That's Shanghai*, cover picture, February 2010.

The pursuit of the creative industries is no longer limited to the developed world. Emerging markets and the developing world are also engaged in promoting various creative industries. While brick and mortar remain important, policy makers are aware that innovation and creativity are significant economic driving forces both now and in the future. Creative industries prize ideas and knowledge, translating creativity into economic value. Creative activities take on a spectrum of guises, ranging from films and paintings to city branding and new media development.

The creative industries as areas of research are also getting popular. This conference gathers researchers from around the world to discuss and further their knowledge on the creative industries. Shanghai is the perfect setting. It will host Expo 2010 and is a highly vibrant, rapidly growing city. During this conference, participants will not only experience aspects of Shanghai but also visit creative industry sites and companies.

### ORGANIZERS



Nordic Centre, Fudan University



Shanghai Academy of Social  
Sciences



Copenhagen  
Business School  
HANDELSHØJSKOLEN

Copenhagen Business School



Lund University



Aalborg University



## CONFERENCE GOALS

- Dissemination and exchange of knowledge amongst scholars from the Nordic region, China and other parts of the world, with regards to creative industries research
- The establishment of contacts and networks to encourage research collaboration
- To enhance understanding and sensitivity towards different societal contexts in creative industries research

## THEMES

- Government and creative industries
- Comparative creative industry policies
- Reinventing places
- Career development in the creative industries
- Creative processes in practice
- Role of festivals and events in the creative industries
- Facilitating creativity and creativity facilitators
- Methods in creative industries research
- Globalization of creative industries
- Global division of labor in creative industries

## KEYNOTE SPEAKERS

- Prof. Li Wuwei, President of Shanghai Creative Industries Association, Director of Research Centre for Creative Industries, Shanghai Academy of Social Sciences (TBC)
- Prof. Brian Moeran, Director of *Creative Encounters: The Socio-Economic Organization of Creative Industries*, Copenhagen Business School

## WORKING LANGUAGES

The working languages of the conference are English and Mandarin. Interpreters will be used for communication during the conference. Abstracts of papers will also be translated.

## PAPER SUBMISSION

Researchers in the creative industries are invited to submit their proposals for paper presentation. Please submit an abstract of no more than 150 words via the conference website on [creativity.niasconferences.net](http://creativity.niasconferences.net). The abstract should include the main research issues, findings and conclusions.

The conference fee is €150 for international scholars, which covers conference materials, transportation to site visits and most meals during the conference. Conference fee for local scholars and observers is RMB 50. The deadlines are:

- Abstract submission deadline: 30 April 2010
- Registration deadline: 31 July 2010
- Paper submission: 31 August 2010

Papers submitted on time for the conference will be considered for publication in themed issues of the *Copenhagen Journal of Asian Studies* and *Culture Unbound*, two internationally recognized peer-reviewed academic journals.

## OTHER INFORMATION

The conference will be held at the [Nordic Lighthouse](http://NordicLighthouse) in Shanghai. For practical and updated information, please visit the conference website: [creativity.niasconferences.net](http://creativity.niasconferences.net).

## SCIENTIFIC COMMITTEE

- Can-Seng Ooi, Copenhagen Business School (ooi@cbs.dk)
- Thomas O'Dell, Lund University (Thomas.O\_Dell@msm.lu.se)
- Jan Vang, Aalborg University (jv@imi.aau.dk)
- Wang Ruzhong, Shanghai Academy of Social Sciences (wrz@sass.org.cn)



Conference Programme Outline (**preliminary**)

18 OCTOBER 2010	
<b>Morning 1</b>	Welcome and keynote <i>Break</i>
<b>Morning 2</b>	2 Parallel sessions <i>Lunch</i>
<b>Afternoon 1</b>	2 Parallel sessions
<b>Afternoon 2</b>	2 Parallel sessions <i>Dinner</i>
19 OCTOBER 2010	
	Site visits around Shanghai <i>Dinner</i>
20 OCTOBER 2010	
<b>Morning 1</b>	Keynote speech <i>Break</i>
<b>Morning 2</b>	2 Parallel sessions <i>Lunch</i>
<b>Afternoon 1</b>	2 Parallel sessions
<b>Afternoon 2</b>	Thank you and good bye

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