

Article

Management Mode of Cultural Creativity under COVID-19

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Abstract: Faced with the reappearance of the COVID-19 epidemic, there may also be hidden worries about the emergence of the third wave of epidemics. Each country is rapidly changing in the epidemic, and the economic and political problems caused by it require different response methods and solutions. The companies have new strategies to respond to the new consumption patterns brought about in the post-epidemic era. The above factors have led to this research for the following discussions. (1) How to understand the possible changes in the development of the cultural and creative industry by the COVID-19 epidemic. (2) In the new global economic situation in the post-epidemic era, how government or civil society prepares Industry strategies and specific strategies and practices. (3) How the cultural and creative industry responds to the impact of the epidemic on leisure activities and how to quickly return to normal lives. This research is carried out to explore feasible methods for enterprises and private institutions to strengthen the cultural industry supply chain and develop specific strategies in the post-epidemic era.

Keywords: COVID-19, Cultural Creativity, Cultural Industry

1. Introduction

When the community experiences turbulence due to revolution, war, or economic fluctuations, humans have to adjust and change the existing (or old) survival and lifestyle. Since the early 2020s, the COVID-19 epidemic has caused a different reorganization of community assets and resources. It establishes a new and different way for people to communicate in a community from the past. The epidemic continues to impact human nature, obviously including human health, humanity, and values, as shown in Fig. 1. Thus, the policies of the governments of countries strive to balance these factors through different strategies such as the trade-offs of blockades, the resulting sociality, and economic growth. However, these policies are difficult to balance the interests of all parties (Greenpeace, 2020).

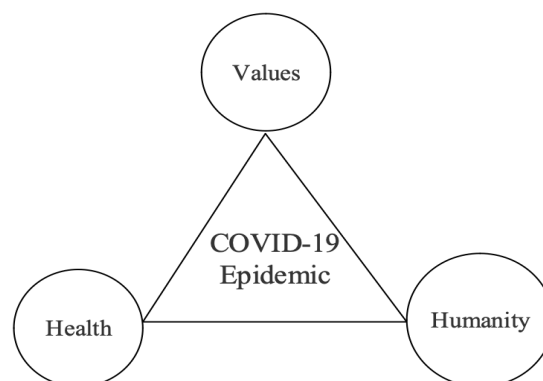


Fig. 1. Impact of the COVID-19 Epidemic in human life.

Cultural innovation plays a leading role in community growth and spiritual stability at every stage. We need cultural creativity and innovation more than ever. These opportunities are not limited to art and culture, but also involve other fields of community. With COVID-19, human beings are living in a bizarre and changeable environment. Countries all over the world are doing their best to prevent the infiltration of the virus (He, 2020) with the following methods. First, a regional blockade. This regional blockade method has four phases (Fig. 2) of their impact on humans, crowd, community, and sociality. They also affect the growth of health, humanity, and values. Then, a problem of how to maintain the original model of humans, crowds, community, and society arises. For sustaining physical and mental health and a country's economy, the purification and calming of the human mind can be initiated.

The innovation of culture and art provides an essential aspect of humanity in the COVID-19 epidemic (Travkina and Sacco, 2020). Therefore, it is required to look at how the services of cultural innovation influence human health, humanity, and values of humans, crowds, community, and society.

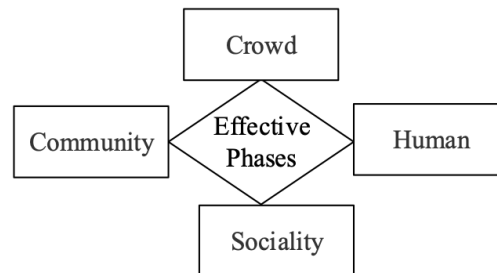


Fig. 2. Four aspects of the impact of regional lockdowns on crowds.

2. Background

In order to solve the social and economic problems caused by the epidemic, countries have promoted innovation and new creation incentive programs. The purpose is to promote the return of productive populations for the balanced development of urban and rural areas based on using government and private resources by integrating and helping localities to find factors and opportunities for industries, create job opportunities, and attract young people to return. In response to the trend of the digital age, new industries are introduced through technology with local resources to create an environment that is no longer remote (Jeannotte, 2021; Kolari, 2020).

COVID-19 has caused major changes in the lives of individuals and countries and has also caused individuals to lose confidence and trust in many aspects. How to use core cultural innovation is now a focus of interest. The epidemic forced about 70% of the working population in the top 25 industrial countries to stay at home. Matthew Prince stated on the Fast Company webpage: "This global pandemic is actually the largest work from home' experiment in human history. It favors the highest education and enjoyment. For the highest-paid person in the United States, 80% of the top ten in these two categories work at home, while only 1% of the bottom ten work at home. Evidence from Europe and the United States shows that their working methods have undergone a once-in-a-lifetime change. They conduct soul torture. What is really important in my work? Is this meeting necessary? Can my work style be changed?" (Kapoor and Kaufman, 2020)

This is driven by the creative industry. As many as 98% of the companies in the creative industry have less than 5 employees. Before the epidemic, self-employed people grew by 5% each year, while employment opportunities only increased by 0.4%. In other words, the number of self-employed people increased more than tenfold. After the epidemic, the gap between the two widened (Dubois et al, 2021). The Just-in-Time Manager concept has been widely adopted. Employees provide customers with specific expertise or skills whenever they are needed. Customers treat workers as parts of machines, and we can select, organize, and plan how to use human resources at the lowest cost to maximize effectiveness (Banton, 2019).

These changes have led to a new type of office. For a few technology companies, the magnificent corporate headquarters is an important symbol of wealth and success, but their importance is fading away. Companies tend to outsource office management to gain flexibility. Initially, the principle of variable space and flexible lease terms in the shared office sector is attractive to all creative companies.

The content and key points of the innovation plan are as follows. Focusing on the innovative advantages of new industries in online marketing, design capabilities, and brand building strengthens the development capacity of local entrepreneurship and optimizes the local entrepreneurship database through a collaborative model. To build a local creation information exchange and sharing platform, people involved in the creation business, local communities, and the new entrepreneurial community can communicate and learn together, share dynamic information, and report promotion cases in real-time. To gather relevant measures to expand and encourage enterprises to pay attention and invest in local entrepreneurship and implement corporate community responsibilities, it is required to organize learning activities and observations at appropriate times to enable local grassroots colleagues and innovation teams to communicate and learn from each other. The goal of promoting local creation is the ultimate hope of increasing the registered population of the local township and promoting the migration of the population. This cultivates local short-term and medium-term relationships among people who stay long or migrate to places to find businesses. With more relationships between people and concern for local development, it is necessary to strengthen the degree of cohesion, and then promote the economic consumption power for the sustainable development of local industries.

Various industries have been greatly affected by the COVID-1 epidemic, and innovation parks are also facing reduced sales revenue. Short-term leases of venues have been canceled. The parks need to cooperate with government policies to provide long-

term rental reductions. In response to the decline in revenue, efforts must be made to reduce expenditure and plan a dual-track approach to maintain commercial operations. At the same time, continuous cross-border trading is carried out to support the cultural and creative industry. Besides providing brand marketing, it is also necessary to improve and is the cultural and creative industry and the field of talent cultivation through innovative research and development, cooperative links, and market verification.

In response to changes in the epidemic, the operations of various cultural and creative industries need to be revised, and the public affairs departments of government must promptly propose relief policies to overcome difficulties of relief, revitalization, and recovery, linking resources, expanding the operation upgrade, and proposing the revitalization plan for recovery of society after the epidemic. Manufacturers need to be provided with support to enhance brand operations through various solutions. At the same time, it is required to prepare for the post-epidemic era to handle e-commerce, guide digital transformation, and create new online sales channels.

In addition, in response to the difficulty in opening up and communicating with international tourism in a short period, the government must advertise for investment promotion and foreign travelers, aiming to develop domestic tourism and organize exhibitions and sales of cultural and creative brands and introduce activities to attract more people in tourist areas and scenic spots.

3. Issued Status

The reason why arts and culture industry needs to be rectified and supported based on the following reasons: (1) the long-term industrial structure is not perfect, (2) the publicity and functionality of art are insufficient, (3) the government's encouragement of arts and culture and incentive policies are not active, and (4) the current situation of cultural groups and the difficulties they have suffered. Most arts and cultural companies belong to new ventures and need effective government incentives. So, how to improve the investment environment of new ventures and optimize the investment environment of new ventures is important. Therefore, we need to actively improve and promote the following.

- (1) Incentives and relief: We need to simplify the investment process and add more incentives to increase the number of new ventures. The covered areas include information, optoelectronics, green energy materials, biotechnology, medical care, and enjoy tax concessions.
- (2) Regulation revision: To reward and assist the development of start-up companies, formulating forward-looking regulations and measures and completing the legislation of financial and unmanned experiment regulations are required. It is also needed to assist the industry in getting rid of doubts about the application of regulations and the reasonable need for regulation adjustment.
- (3) Marketing: the new creation of the community builds innovative brands and actively promotes corporate investment, mergers, acquisitions, or cooperation to continue growing and strengthening the industry. In addition, it expands the marketing of new brands, assists them to link international resources and markets, promotes more successful new ventures, and drives digital transformation and industrial upgrading.
- (4) Talent cultivation: professional talent recruitment and employment lawyers assist in the development of new ventures. To subsidize the commercialization of research results with market potential, the teachers and students at the school can jointly start-up companies to bring innovative technologies and talents into the industry.

4. Discussions

Working from home is a result of COVID-19, which needs important abilities in terms of cognition, personal and subjective work. It is not enough to engage in routine and predictable work, and people need to understand how colleagues think about new ways of working. In other words, they need to be creative. "Invisible work" is the source of creativity and innovation. Creative humans are required to take the initiative to control their work. They must manage their ideas and lead discussions. Different from traditional management methods, creativity management is not an appointed position, but a self-driven process. Managers of creativity are responsible for the promotion of the work and understanding behind the scenes when needed. In response to this trend, the company needs to focus on new relationships with employees. Maintaining teams with large numbers of employees is inflexible and expensive. The new employment relationship no longer provides stable and full-time jobs but jobs for self-employees. In addition, an office is just a tool to enable the company to focus on the core business of optimizing talents and maximizing sales. The fourth space is formed by digital data and online connections, which are rapidly increasing worldwide. For any event from meetings to shopping and entertainment, the venues have been changed from physical to online.

4.1. Medical Health

The epidemic has a great impact on medical health. The medical health industry has creativity and innovation and challenges from government supervision, professional inertia, a huge bureaucracy, and buyers (national governments) and users (patients). The experience of the epidemic has made the traumatized people willing to pay for it, but it is time for a change. First, the design of hospitals, rooms, and equipment needs a change. These used to make humans feel overcrowded and frustrated. Few hospitals have better ideas about architecture, design, or beauty. This issue has gradually received attention in China. Many hospitals have begun to collect artworks, and play healing music or songs. Second, the collection of data information is an important issue. The public needs better information. As we all know, the medical health system lags in the use of data. Fighting a global pandemic ultimately depends on vaccines and drugs, but it takes time. At the same time, we need cheap, portable tests and statistical models, so that doctors can have complete medical records for caring for patients. The important task is to shift the focus from bureaucracy to individuals. Patients and their families deserve a better experience. The expenditure on the innovation of medical health systems focuses on highly specialized and professional equipment, the feelings of patients, and the relationship between doctors and patients.

4.2. Humanity

COVID-19 has revealed the importance of art and culture as a prerequisite for community and well-being. During the lockdown, people sought art and culture to ease the restrictions of going out. Many creative industries have been hit hard, and the demand for live performances, fashion, art, and handicrafts has fallen sharply. The supply of TV and film production has dried up because production is a collective work. Most of the labor force comes from self-employed people and has been in a state of suspension for a long time. All industries that rely on large gatherings have been hit hard. It is predicted that it may take 12 to 18 months for the normal trading of the market to resume it. At the same time, many small businesses go bankrupt. However, the government's support for workers is unlikely to benefit self-employed artists. These demand restrictions will eventually be eased. Therefore, the question is how the creative industry survives in the next few months and what art and culture industry is needed in the future.

First, the function of cultural artists is to explain the human condition. They usually think and express new ideas through changing concepts, performances, and narratives. On the other hand, the experience of staying at home as a neighbor has opened the door to active organizations in the local community. Many voluntary non-profit organizations have a variety of artworks with high artistic standards. Governments help them by providing short-term cash and improving the ability to quickly recover in the future. Education opportunities are currently less spent on creativity and innovation than in any other sector. Its basic method has not changed for decades, and its technology is rarely used. However, as we transition from public education for children to personal lifelong learning, a community calls for the capacity to learn. The online degree market with the cooperation of private companies is the fastest-growing field. In the history of the epidemic, every family has an urgent need for online access and equipment. It may eventually mobilize the community to regard Internet connection as an essential thing.

4.3 Values

The catastrophic collapse of overall demand caused by the epidemic has winners and losers. It is difficult to estimate which companies survive and which industries change based on past experiences. The market share situation has already initiated a redistribution. The new epidemic undoubtedly promotes the development of automation, improves its flexibility, and reduces its annual operating costs. The use of artificial intelligence robotics in manufacturing, assembly, and logistics has an impact on employment and wages. The popularity of machine learning has a more far-reaching impact. The current artificial intelligence has different standards of human knowledge and intuition. These two particularly important features cannot be dealt with by computer scientists alone, so they need the assistance of humanities experts.

5. Conclusions

Cultural innovation meets the challenge of a source of creative talent, radical thinking, and entrepreneurial spirit, bringing new ideas to the market during the COVID-19 epidemic. After the epidemic is under control, the demand for art and culture will be increasing more than ever. The demand for creativity in all areas will also be increased. We need to make artificial intelligence humanity and reduce the existential threats posed by climate change. So far, the creative industries have focused on serving potential consumers. Of course, the creative industries need to continue to serve these markets. However, there is a larger market emerging. Interacting with industries has always been weak in the past in government medical health and education, and local communities need to treat creativity more importantly. These are today's challenges.

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