



## **Cultural and Creative Industries Track**

### Track Chairs

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The post Covid-19 landscape shows the profound effect of the pandemic in the creative economy, which has been challenged in many ways. However, its ability to recover and innovate may be key for the UK recovery. A recent report of Oxford Economics (2021) predicts that the sector could recover faster than the UK economy as a whole, growing by over 26% by 2025 and contributing £132.1 billion to the economy in GVA. With the right investments, the creative industries may create 300,000 new jobs, recovering from the impact of Covid-19 and surpassing pre-pandemic employment levels. Creativity is a force that is usually underestimated, for every £1 the Creative Industries contributed prior to the pandemic, an extra 50p was generated in the wider economy, such as for instance the Tourism and Hospitality industries.

The post-pandemic world provides us with the opportunity to witness how the creative industries are planning for new organisational realities, reimagining sources of income, and reducing their carbon footprint. Their innovative endeavours are having a spillover effects that benefit us beyond the economic realm. It has been to culture that people turned, to process what was happening and to express their emotional responses. The extraordinary increase in demand we have witnessed in the past years, points to the potential for post-Covid recovery to be powered by the creative industries.

The growing body of literature on the Cultural and Creative Industries (CCI) responds to these challenges and the increasing importance of these industries in multiple domains. Although the next generations will be employed in roles that do not exist yet, we are certain that creative and digital jobs will be key for our recovery, contributing towards our development after the pandemic. Policymakers are engaging with academic institutions and businesses to collect evidence on the challenges and areas in which policies can support and maximise the support for these industries.

The heterogeneity of these industries is reflected in the interdisciplinary of this track, that brings together research belonging to different fields such as entrepreneurship, management studies, gender studies, cultural policy and social psychology. It explores the challenges faced

in the cultural and creative industries to maximise the impact of research and build a research community across the arts, humanities and social sciences.

We are an inclusive space that facilitates collaboration, research innovation and funding opportunities to advance our understanding of the cultural and creative industries. We encourage submission of a range of philosophical, methodological and theoretical approaches to the track. Conference delegates will join a supportive international community of academics, policy makers and practitioners that work together providing constructive criticism and pointing at fruitful areas of further research.

The Cultural and Creative Industries SIG provides you with a supportive forum in which you will be able to discuss your research with experts in the field, providing useful feedback and constructive criticism to bring your research to the next level.

This SIG will provide you with opportunities to develop your networks by linking you to different stakeholders and consolidate your existing relations in our meetings and events, where you will be able to increase the impact your research and find new opportunities of collaboration.

The Cultural and Creative Industries SIG supports your research by helping you develop high quality papers and publications; and increasing the dissemination of your research project in one of the main UK management conferences and CCI community