

To Explore the Process of Entrepreneurial Opportunity in China Cultural and Creative Industries: From the Perspective of Institutional Theory

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Abstract : This paper endeavors to comprehend and scrutinize the entrepreneurial development process within Chinese cultural and creative small and medium-sized enterprises (SMEs), as well as the factors that impinge on entrepreneurs' recognition and exploitation of entrepreneurial opportunities from the vantage point of institutional theory. The study is centered around three key research questions: namely, the drivers and impediments for entrepreneurs to identify opportunities within three prominent Chinese cultural and creative regions and the influence of institutional facets on the exploitation and recognition of opportunities within the cultural industry. Adopting a qualitative interpretivist research paradigm, a comparative multiple case study design is utilized. Semi-structured interviews will be carried out with founders and mid-level professionals of SMEs in Beijing, Shanghai, and Guangzhou, which are chosen in accordance with specific criteria. The data will be analyzed through an inductive thematic approach. Anticipatedly, this research will contribute to bridging the research gap in the nexus between institutional theory and entrepreneurial opportunities within the context of cultural and creative industries.

Keywords : entrepreneurial opportunities, cultural and creative industries, institutional theory, Chinese SMEs

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