

Continuous Improvement Model for Creative Industries Development

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Abstract : Creative industries are defined as those industries which produce tangible or intangible artistic and creative output and have a potential for income generation by exploiting cultural assets and producing knowledge-based goods and services (both traditional and contemporary). With the emergence of an entire sector of creative industries triggered by the development of creative products managing creativity-based business processes becomes a critical issue. Diverse managerial practices and models on effective management of creativity have been examined in scholarly literature. Even though these studies suggest how creativity in organisations can be nourished, they do not sufficiently relate the proposed practices to the underlying business processes. The article analyses a range of business process improvement methods such as PDCA, DMAIC, DMADV and TOC. The strengths and weaknesses of these methods aimed to improve the innovation development process are identified. Based on the analysis of the existing improvement methods, a continuous improvement model was developed and presented in the article.

Keywords : continuous improvement, creative industries, improvement model, process mapping

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