

Global Creative Industries Programme
School of Modern Languages and Cultures
The University of Hong Kong

presents

Young Scholars Workshop on Creativity in Cultural and Business Practices

Date: 27-28, March 2013

Venue: The University of Hong Kong

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- 1) the presentation time for each paper is 15 minutes;
- 2) there will be discussion time at the end of every session;
- 3) the role of the chairperson is to do the time-keeping and maintain order of the discussion.

Programme

Day 1: Wednesday, March 27, 2013

Venue: B0404, Run Run Shaw Tower, Centennial Campus, HKU

Meeting time: 17:30

Keynote Speech: (17:30-18:00) Prof. Brian Moeran (Copenhagen Business School)

18:00-19:00 Dinner

Presentation Session 1: (19:00-20:15) Creativity in the business organization

Chairperson: Ching-fang Chang (The University of Hong Kong)

(1) 19:00-19:15 Creativity and innovation in traditional industries – the case of business consultancies in China

Simone Raudino (The University of Hong Kong)

(2) 19:15-19:30 Creative industries, institutional designs and business practices

Kristina Tolinsson Ting (The University of Hong Kong)

(3) 19:30-19:45 Become a real ‘global’ company: Changing face of a Japanese company in Hong Kong

Zoe Zhu Yi (The University of Hong Kong)

Discussion Time: 19:45-20:15

Presentation Session 2: (20:15-21:05) Creativity and popular culture

Chairperson: Samuel Wong Chi Hang (The University of Hong Kong)

(4) 20:15-20:30 Stardom and popular music industry in China: a case study of a post 90s singer Zhang Mei (The University of Hong Kong)

(5) 20:30-20:45 Two cases Studies of the Internal Struggles from Being J-Pop to K-Pop fans in Hong Kong

Miki Lau Mei Ki (The University of Hong Kong)

Discussion Time: 20:45-21:05

Day 2: Thursday, March 28, 2013

Venue: B0758, Run Run Shaw Tower, Centennial Campus, HKU

Meeting Time: 09:30

Presentation Session 3: (09:30-10:45) Branding in the creative industry

Chairperson: Kristina Tolinsson Ting (The University of Hong Kong)

(1) 09:30-09:45 Favelization: The Use of References to the Favela to Brand Luxury Items as “Brazilian”

Adriana Kertzer (Parsons The New School For Design)

(2) 09:45-10:00 The Brazilian way: boosting fashion business and creativity through online games

Maria Carolina Garcia (Universidade Anhembi Morumbi)

(3) 10:00-10:15 The trouble of interdisciplinarity in the studies of creative industries

Ana Alacovska (Copenhagen Business School)

Discussion Time: 10:15-10:45

Presentation Session 4: (10:45-12:00) Process of creativity

Chairperson: Zhang Mei (The University of Hong Kong)

(4) 10:45-11:00 Practicing Fantasy: Animation Production as a Creative Process

Wei Wei (The University of Hong Kong)

(5) 11:00-11:15 Making Creators: an Anthropological Perspective from a Production Company in Japan

Ching-fang Chang (The University of Hong Kong)

(6) 11:15-11:30 Cultivating the event of smiling: The significance of smiling in contemporary

customer service design in Japan
Kaima Negishi (Australian National University)

Discussion Time: 11:30-12:00

12:00-13:00 Lunch

Presentation Session 5: (13:00-14:15) Creativity in the fashion industry
Chairperson: Wei Hua (Communication University of China)

(7) 13:00 -13:15 Thinking on Original Design of Chinese Fashion Brands Within the Creative Industries

Wang Yong (Fashion School of Dalian Polytechnic University)

(8) 13:15 -13:30 Research on Optical Fibre Used in Fashion Design and Functional Clothing Design

Sun Xuefei (Beijing institute of fashion technology)

(9) 13:30 -13:45 The Legitimation of Fashion Designer's Creativity and the Canon of Fashion Design in Taiwan since 80s'

Lin Shih Ying (Erasmus University of Rotterdam)

Discussion Time: 13:45-14:15

14:15-14:30 Coffee break

Presentation Session 7: (14:30-15:45) Strategies of company building and innovation
Chairperson: Wei Wei (The University of Hong Kong)

(10) 14:30 -14:45 The Role of the Government in Chinese SOEs' Pursuit of Creativity in Business Practices

Yao Wenting (China Yangtze Power Co. Ltd)

(11) 14:45 -15:00 Elements of folk art as a basis of their own style and branding in business organization

Anzhela Litvinova and Natalie Afanasieva (Russian State University of Tourism and Service)

(12) 15:00-15:15 The Creative Strategies and Innovative Modes of Franz

Li Xiaochang (Peking University)

Discussion Time: 15:15-15:45

Presentation Session 8: (15:45-17:00) Consumption of cultural products
Chairperson: Miki Lau Mei Ki (The University of Hong Kong)

(13) 15:45-16:00 Social contact through consumption: Analysis about consumer's motivation and

image of the Night Market
Tatsuma Fujioka (Kobe University)

(14) 16:00-16:15 A comparative study of otaku and doujinshi markets in Japan and China
Wu Jiawen (Kobe University)

(15) 16:15-16:30 Re-producing, circulating and consuming Japanese video games in Taiwan
Samuel Wong Chi Hang (The University of Hong Kong)

Discussion Time: 16:30-17:00

Book launch: (17:00-17:30)
Venue: CRT-4.36 (Academic Conference Room)

Roundtable discussion on future publication: (17:30-18:30)
Chairperson: Zoe Zhu Yi (The University of Hong Kong)

18:30- Dinner