



Paradigm Transformation and Path Reconstruction of Cultural Creative Industry Management under Digital Strategy of Culture

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Abstract: The in-depth implementation of the cultural digitalization strategy has driven the cultural and creative industries into a new stage of "digital empowerment and ecological restructuring", while traditional industrial management paradigms face multiple challenges such as outdated concepts, rigid mechanisms, and insufficient technological integration. Based on the core connotation and development requirements of the cultural digitalization strategy, this paper analyzes the existing problems of current cultural and creative industry management in terms of value orientation, organizational structure, operation models, and talent systems. It proposes the transformation direction of a management paradigm featuring "digital-driven development, ecological collaboration and value co-creation". Furthermore, it reconstructs the practical paths for cultural and creative industry management from four dimensions: concept renewal, mechanism innovation, technological empowerment, and talent cultivation, providing theoretical support and practical guidance for the high-quality development of the industry.

Keywords: cultural digitalization strategy; cultural and creative industries; management paradigm; transformation path; digital empowerment

1. Introduction

The cultural digitalization strategy serves as the core strategic guideline for the development of China's cultural industries in the new era. Through the in-depth integration of digital technologies with cultural and creative industries, it promotes the transformation of cultural resources, innovation of business forms and enhancement of value, injecting new momentum into industrial development. As a core carrier integrating culture and economy, the cultural and creative industries directly determine the efficiency of industrial resource allocation, innovation vitality and market competitiveness via their management paradigms. However, the traditional industrial management paradigm, characterized by "experience-driven operation, linear management and closed operation", struggles to adapt to new changes brought by cultural digitalization, including industrial ecological restructuring, upgraded consumer demands and rapid technological iteration. This results in disconnection between management and practice as well as insufficient innovation motivation. Against this backdrop, exploring the paradigm transformation and path reconstruction of cultural and creative industry management is not only an inevitable requirement for responding to the cultural digitalization strategy, but also a key measure to break through industrial development bottlenecks and enhance core competitiveness [1].

2. Existing Problems and Paradigm Dilemmas in Cultural and Creative Industry Management

2.1 Outdated Management Concepts and Single Value Orientation

Traditional management concepts for cultural and creative industries still focus on "scale expansion and output value orientation", overemphasizing short-term economic benefits while ignoring the coordinated improvement of cultural, social and digital values. The core connotation of the cultural digitalization strategy is not fully understood, and modern management thinking such as "digital empowerment, user-centricity and ecological win-win cooperation" is lacking. This leads to disconnection between industrial development, digital technology application and changes in market demands, making it difficult to realize the digital transformation and maximum value of cultural resources [2].

2.2 Rigid Organizational Structure and Lack of Collaboration Mechanisms

Current management of cultural and creative industries mostly adopts hierarchical and closed organizational structures with obvious internal departmental barriers within enterprises, resulting in low collaboration efficiency in research and development, production, marketing and other links. At the industrial level, there is a lack of cross-regional, cross-industry

and cross-platform collaborative management mechanisms. Resources among cultural institutions, digital enterprises, research institutes and universities are scattered with poor communication, making it impossible to form joint efforts for digital transformation and restricting the overall optimization of the industrial ecosystem [3].

2.3 Fixed Operation Modes and Inadequate Digital Integration

Traditional operation modes follow a linear process of "content production — channel distribution — terminal consumption", lacking in-depth integration with digital technologies. The digital transformation level of cultural resources is low, and a large number of high-quality traditional cultural resources have not achieved digital storage, management and development. The application of digital technologies in content creation, precision marketing and user interaction remains superficial, failing to form a new operation model of "data-driven decision-making and user participation in co-creation", which results in insufficient industrial innovation vitality [4].

2.4 Imbalanced Talent System and Shortage of Interdisciplinary Competencies

The talent team for cultural and creative industry management suffers from "structural imbalance and single competencies". Traditional cultural professionals lack digital technology capabilities, while digital technology professionals have insufficient understanding of the laws governing cultural and creative industries. Interdisciplinary talents with cultural literacy, digital skills and management capabilities are in severe shortage. Meanwhile, the talent cultivation system is disconnected from the digital needs of the industry, with outdated curricula and insufficient practical platforms, making it difficult to cultivate professional talents adapting to the transformation of management paradigms [5].

3. Directions for the Paradigm Transformation of Cultural and Creative Industry Management

3.1 Transformation of Value Orientation: From Single Economic Value to Coordinated Multi-dimensional Value

Under the cultural digitalization strategy, industrial management must break the single orientation of "priority to economic benefits" and establish a coordinated multi-value concept with "cultural value as the core, digital value as support and economic value as the goal". It is essential to attach importance to the digital protection and inheritance of cultural resources and explore cultural connotations and spiritual values. Meanwhile, digital technologies should be leveraged to improve industrial operation efficiency and innovation capabilities, realizing the organic integration of cultural, social and economic values.

3.2 Transformation of Organizational Structure: From Hierarchical and Closed to Ecological and Open

Break the constraints of traditional hierarchical organizational structures and build a platform-based, networked and open organizational form. Establish cross-departmental collaborative teams within enterprises to strengthen linkage in research and development, technology, marketing and other links. At the industrial level, build cross-agent collaborative platforms to encourage participation from diverse parties including cultural institutions, digital enterprises, research institutes, universities and users, forming an industrial ecosystem featuring resource sharing, complementary advantages and collaborative innovation.

3.3 Transformation of Operation Modes: From Linear One-way to Digital Closed-loop

Supported by digital technologies, build a closed-loop operation model of "data collection — analytical decision-making — content creation — precise distribution — user interaction — iterative optimization". Leverage big data analysis to gain insights into user demands and guide content creation and product innovation; realize precision marketing and direct user reach through digital channels; collect user feedback via interactive platforms to promote continuous iteration of products and services, forming a virtuous cycle of "demand — creation — consumption — feedback".

4. Strategies for Path Reconstruction of Cultural and Creative Industry Management

4.1 Concept Renewal: Strengthen Digital Thinking and Ecological Awareness

Deepen the understanding of the cultural digitalization strategy, organize special training on digital technologies and industrial policies for managers, and establish the management philosophy of "digital empowerment and ecological collaboration". Promote enterprises to adopt a user-centric value orientation, integrating user demands into the whole process

of management decision-making and industrial operation through user research and demand analysis. Enhance awareness of cultural inheritance and innovation, uphold cultural roots during digital transformation, and realize the organic integration of traditional culture and modern digital civilization.

4.2 Mechanism Innovation: Build a Collaborative and Efficient Management System

Establish cross-departmental collaboration mechanisms to break internal departmental barriers within enterprises, set up special teams for digital transformation, and coordinate resource allocation and project promotion. Improve cross-agent cooperation mechanisms, build platforms for the digital transformation of cultural resources and industrial innovation incubation through industry-university-research cooperation and government-enterprise linkage to facilitate resource sharing and collaborative innovation. Optimize incentive and restraint mechanisms by incorporating digital transformation effects and innovative achievements into the assessment system to stimulate the innovation enthusiasm of managers and employees.

5. Conclusion

The cultural digitalization strategy brings historical opportunities and higher requirements for the paradigm transformation of cultural and creative industry management. Traditional management paradigms can no longer adapt to the industrial development trend of digitalization, ecologization and innovation, making an all-round transformation in value orientation, organizational structure, operation modes and talent demands inevitable. By renewing concepts to strengthen digital thinking, innovating mechanisms to build a collaborative system, empowering industries with technology to promote in-depth integration, and cultivating talents to consolidate the foundation for development, the practical paths of cultural and creative industry management can be reconstructed. This will drive the high-quality development of the industry and provide strong support for building a culturally powerful country.

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Author Bio

Jie Tian, female, Han ethnicity, born in February 1986, from Jiaozuo, Henan Province. She holds a Master's degree and serves as an Associate Professor and Vice Dean. Her research focuses on cultural and creative industry management, integration of information technology with curriculum reform, and intangible cultural heritage.