

Literature Review on Creative Leadership in Chinese Culture and Arts Industry Managers

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Abstract: With the rapid development of the economy and culture, the creative industry has become the pillar of urban economic growth, and the supply of creative industry personnel has been in short supply. The bottleneck in the development of China's creative industry is the extreme shortage of creative talent, and the education and training of a large number of creative talents is a great success for China's creative industry in the future. This study investigated the model of Creative Leadership in China. Xiang (2009) documented that the dual quality superimposing model of cultural industry's competence can be divided into five dimensions: (1) integrity, responsibility, integrity, fairness, self-control, team spirit, (2) management and management: initiative, public relations, negotiation, marketing, service consciousness. Wang (2016) commented on the status of creative talent competence, judged on the competence of creative talent, conducted empirical research on the competence of creative talent through the design of the research path, and analyzed the data. Li (2007) defines the connotation of the creative industry and the skills of the creative industry, analyses the talents' ability and quality. At the same time, the concept of competence is introduced, and the competence characteristic model of creative advertising person is established with the example of a creative advertising person. This paper analyzes the strategies for cultivating the competence of creative industrial talents from three levels: society, enterprise, and talent itself.

Keywords: Creative Leadership; Culture and Arts Industry Managers; Dual Quality Superimposing Model.

1. Introduction

With the rapid development of the economy and culture, the creative industry has become the pillar of urban economic development, and the supply of creative industry personnel has been in short supply. The bottleneck in the development of China's creative industry is the extreme shortage of creative talent, and the education and training of a large number of creative talents is a great success for China's creative industry in the future "The key to fostering the creative industry is to foster first-class creative industry talent and to strengthen the gathering of high-end creative industry talents and teams. 5G technology is leading the fourth industrial revolution. The development of 5G network technology has brought about major changes in human society's overall production and life. Intelligence and artificial intelligence will be one of the themes of the development of the times and will penetrate into each layer and stage of political, economic, cultural, and social development and be regarded as one of the future trends of socio-economic development. The digital creator industry is positioning itself as a leader in realizing China's new economy as it is ahead in 5G technology and industrialization in China and will lead the development of future technologies. The culture and arts industry, which is considered a promising industry, is also developing new things with the development of 5G and is facing new challenges.

Against this background, creative cultural industry management managers are an important resource for cultural industry development, and creative management ability is the core of cultural company competitiveness. Cultural industry talent is also a complex and vast system, including various classes of talent related to the cultural industry value chain, such as cultural creative talent, technology production talent, marketing manpower, management talent, administrative management talent, science, and research education talent.

The core ability of cultural management is creative management ability, so-called creative leadership, which is a balanced technology of art and business in the cultural industry, and content creativity, science and technology innovation, and strategic leadership are core creative leaders.

Leadership is the ability of a leader to rely on certain objective conditions for team members within a certain range and to achieve maximum organizational efficiency at a minimum organizational cost to eventually realize organizational goals. Culture, creativity, and industry, which have various contents by era, have been fused into the "cultural creative industry" and are experiencing a transition in historical meaning. Through research on the model of new creative leadership, we try to grasp the current status of new creative leadership. The cultural industry focuses on the cultural industry as a business, not on pure art and the pure mental activities of cultural people. In this study, we intend to conduct research from the perspective of an organic combination of 'scientists' and 'culturalists', 'businessmen' and 'creators'.

Unlike the existing creative leadership elements, the elements of creative leadership of art and culture managers under the background of the 4th Industrial Revolution should be reflected.

2. Creative Leadership

Research on creative leadership has been continuously studied, but many studies have conducted empirical research. In addition to empirical research, studies that view creative leadership from a design perspective and from a cultural industry perspective are being conducted in line with the development of a new era. From a design point of view, leadership is defined as a process of social influence that can gain support from others to achieve a common goal. Therefore, since the creation of commercial artworks must be managed to meet the needs of customers, creativity

management is considered a leader in communication design. As Hollis defines, design is a 'business that creates, selects, and arranges visual elements to convey ideas. This definition suggests that communication design is more involved in the concept of innovation, which presents a creative process in one way in various situations. Ibbotson's proposed creativity as a 'boundary phenomenon' can be applied in this case.

"Creative industry talent" means that independent intellectual property rights are the core, characterized by "brain" service, professional or special skills (e.g. design) the elite of means. They have a thorough understanding of the creative industry, can combine national conditions and constantly explore and innovate. Not only do they have a good grasp of the major itself, but they also have a deep understanding of social culture. According to the current situation of creative industry, industry experts believe that, unlike other industrial talents, creative industry talents should have some special qualities requirements, which can be summarized as follows.

The creative industry of professional knowledge quality and deep professional skills is not imagination or imagination, the creative industry is born on a certain practical basis, and the creative industry must be closely related to each special field. If so, creative talent must have a deep professional background and skills in their field of expertise, a lot of industry experience, a good understanding of their industry development and future trends, and a unique view. In general, only those with abundant expertise and a comprehensive understanding of their professional fields can become creative talents and contribute to the creative industry using their creative thinking.

Functional characteristics (1) Sharp insight innovation is the critical characteristic of the creative industry and the vital force of the creative industry workers. Therefore, creative talent must have keen insight, be sensitive to new things and information, and be good at discovering new areas that have not been discovered. (2) Continuous innovation capabilities. Creative industries need new ideas and ideas, and they need to break with convention to open up new spaces for development. Creativity requires people to break through the conventional way of thinking and to be creative and different. A person with a conservative way of thinking and an old knowledge structure cannot be the leader of the trend, so creative talents must be able to break through the traditional way of thinking and not be bound by the old knowledge structure. (3) The convergence capability creative industry covers more than a dozen categories, and there is a certain correlation between each category, so if these areas that are not connected are linked to form an industrial chain, the entire creative industry will be promoted. In this way, creative talents need to have the ability to combine and combine ideas from different majors to form a unique style. (4) In the era of knowledge economy, creativity is also time-effective, and the stable development of the creative industry requires continuous fresh content. Therefore, creative talents must be learning-oriented, they must be able to grasp the frontier knowledge through constant learning, they must be able to find creative inspiration from the latest industry changes and knowledge updates, and they must be able to keep themselves at the forefront of the trend.

Creative industrial talents play an important role in the development of creative industries in China, but there is a long-term shortage of creative industrial talents, so it is very important to explore the competency model of creative

industrial talents. Based on the relevant literature, the author sets up the competence characteristic model of creative talents in animation and advertising, and uses the competence model as the criterion for identifying talents' competence and quality (Li, 2009).

3. Creative Leadership in China

3.1. Dual Quality Superimposing Model

Competence is "the latent, deep characteristic of an individual who distinguishes excellence in a job (or organization, culture) from mediocre performance. It can be motivation, trait, self-image, attitude or value, knowledge, cognition, or behavioral skills. Competence is mainly used to study the quality of talented people whose main characteristics are knowledge processing and creative production.

Xiang (2007) collected 873 questionnaires from 183 interviews on the critical behavior of creative managers through word frequency analysis and case verification. The dual quality superimposing model contains a total of 27 items of competence quality which are divided into basic competence and professional competence. Basic competence (20 items): service consciousness, organizational management ability, personal influence, initiative, compliance, negotiation ability, responsibility, quality, strategic thinking, analytical thinking, public relations ability, communication, risk consciousness, sensitivity, and opportunity. This model is in accordance with the characteristics of the competence and competence of creative managers in the early stage of cultural industry development in China. Xiang (2009) documented that the dual quality superimposing model of cultural industry's competence can be divided into five dimensions: (1) integrity, responsibility, integrity, fairness, self-control, team spirit, (2) management and management: initiative, public relations, negotiation, marketing, service consciousness.

3.2. The Competency Model-building of Advertising Creative Talent

As a typical example of creative talent, creative talent in advertising has always been a key force in the industry. Although the research on the competence of creative talent in advertising is largely subordinate to that of creative talent, it cannot be denied that the two are both related to universal competence and professional competence. But as far as current research is concerned, most Chinese scholars are still studying the competence of creative talent, while few are actually doing research on the competence of creative talent in advertising. Despite its small number, Tang Shu-chun (2006) dissertation, *An Empirical Study on the Competence of Advertising Creators*, initiated the study of creative talent competence and led the research of creative talent competence. Since then, Tang Shu-jun (2008) has collaborated with other scholars to demonstrate the competence of creative talent in advertising, and three empirical studies have shown consistency in their conclusions. However, compared with the recent two years of empirical research, the results show that the competence characteristics of creative advertising talents are not deep enough, especially the lack of detailed discussion of the competence characteristics. Furthermore, the development of the advertising industry requires the rapid improvement of the competency quality of advertising creative talents, so

developing and improving the competency model of creative advertising talents must be a dynamic and continuous process.

Wang (2016) commented on the status of creative talent competence, judged on the competence of creative talent, conducted empirical research on the competence of creative talent through the design of the research path, and analyzed the data.

Table 1. Competence Structure of Creative Talent in Advertising

Index	Items
Occupational Basic Competency Group	Academic background, stress resistance, physical fitness, communication and coordination, teamwork, initiative, honesty and faith, work responsibilities, ability to grasp key points, environmental adaptability, understanding, plasticity
Expertise and Skills Group	Marketing knowledge, humanities, media literacy, word editing ability, software useability, market research analysis, work experience, thinking activity, innovation potential, speech ability, proposal ability, communication theory, learning imitation ability
Individuality and Motivation	Success orientation, will, creativity, performance, effort
Professional Transsexual Group	Strategic thinking, customer persuasion, conflict resolution, broad industry vision, social trends sensitivity, business sensitivity, logical thinking, Internet thinking, new media operational capability, social network maintenance capability, analytical judgment, pioneering spirit, overall control

3.3. Competency Model for Creative Industries Talents

Potential, deep-seated characteristics that distinguish a person from an average person in a particular job (or organization or culture). They can be motivations, traits, self-image, attitudes or values, knowledge, cognition, or behavioral skills in a particular field. For example, the competency Model (Competency Model) refers to the total number of competency features required to perform a particular task role.

The competence characteristics of creative industrial talents are divided into three dimensions: threshold competence, discrimination competence, and transformation competence. Because competence involves outward behavior and inward motivation, the part on the surface of the iceberg model is called threshold competence, which is defined as the minimum standard required to ensure success. Below the surface of the water is the distinguishing competence characteristic, which refers to the competence characteristic that is most likely to distinguish the outstanding performers from the general performers in the same position, such as “active”, “creative”, and “influential”. In addition, distinguishing between individual competence and individual growth will indicate individual-related “values”. Finally, transitional competency characteristics refer to competency qualities that are generally lacking in employees, such as motivation and effort. Once this competency characteristic is improved, its performance will be significantly improved. These two types of competency characteristics are collectively referred to as differentiating competence characteristics (Li, 2007) .

The competence characteristics of creative talent in the advertisement are divided into three dimensions. Through analysis, the competence characteristics of the threshold class are found to be each advertising creativity. It is the ability to make the creative talent achieve higher performance and the ability to distinguish and transform the competence characteristics of a person’s necessary professional knowledge. This is also the director of training to enhance the competence of advertising creators.

4. Conclusion

With the rapid development of the economy and culture, the creative industry has become the pillar of urban economic development, and the supply of creative industry personnel has been in short supply. The bottleneck in the development of China’s creative industry is the extreme shortage of creative talent, and the education and training of a large number of creative talents is a great success for China’s creative industry in the future “The key to fostering the creative industry is to foster first-class creative industry talent and to strengthen the gathering of high-end creative industry talents and teams.5G technology is leading the fourth industrial revolution.

This study investigated the model of Creative Leadership in China. Xiang (2009) documented that the dual quality superimposing model of cultural industry’s competence can be divided into five dimensions: (1) integrity, responsibility, integrity, fairness, self-control, team spirit, (2) management and management: initiative, public relations, negotiation, marketing, service consciousness. Wang (2016) commented on the current status of creative talent competence, judged on the competence of creative talent, conducted empirical research on the competence of creative talent through the design of the research path, and analyzed the data. Li (2007) defines the connotation of the creative industry and the talents of the creative industry, analyses the talents’ ability and quality. At the same time, the concept of competence is introduced, and the competence characteristic model of advertising creative person is established with the example of advertising creative person. This paper analyzes the strategies for cultivating the competence of creative industrial talents from three levels: society, enterprise, and talent itself.

In the future, to cultivate a creative leader in art management, we should focus on the Combination of Theoretical Curriculum and Practical curricula in the Development of Post-graduate Development. For the government, we should create a social atmosphere to foster creative managers and strengthen the guidance of vocational skills. Building a Government Public Management Platform Based on the Creative Manager Model of the Cultural Industry aiming to foster future creative managers. We can focus on combining experience and professional training for firms. Enterprises are also an important platform for fostering creative talent businesses are social laboratories that train creative managers. Therefore, companies are encouraged to create a harmonious environment where creative managers can express their value and quickly create creative thoughts and actions.

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