Research on the Method of the Convergence Development of Cultural and Creative Industry and Automobile Industry in Jilin Province

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Abstract. With the rapid development of economic globalization, phenomenon of mutual convergence between industries has already become more common. Particularly, creative industry and traditional industry presents the convergence and development of new forms. As the pillar industry of Jilin Province, the automobile industry has made a great contribution for its economic growth. Based on the perspective of industry convergence, automobile industry and cultural and creative industry lack of convergence and development in Jilin province. There are some problems, such as low independent innovation ability, insufficient fund and human capital investment, design and service level of backward, management system constraints and so on in the convergence. Therefore, we should focus on adopting cultural and creative industry to promote the development of the automobile industry, enhancing the brand value of the car industry and increasing the cultural value of car industry etc. to promote the convergence and development of automobile industry and cultural and creative industry.

Introduction

2014 the State Council issued Promote Cultural and Creative and Design Services and Related Industries Integration and Development in order to push further the deep convergence of cultural creativity and related industries and promote upgrading of related industries. Thus, industrial convergence is playing an important role in promoting the development of the economy. Some Chinese scholars have studied the convergent and developmental path of cultural and creative industry and other industries. Hua Jian aimed at the development of cultural and creative industry and primary, secondary and tertiary industry, proposed “Trans-boundary, penetration, upgrade, convergence”, the variety of path study. He believed that promote convergence and innovation development of the industry was conductive to fully realize national modernization, enhanced the comprehensive national strength and the culture soft power of a nation [1]. Ren Zhijun took the tourism industry in Zhang Jiajie as an example to analyze the related problems that affected the development of the industry, put forward some countermeasures, such as tourism development in the convergence of the cultural characteristics and creativity, to strengthen the cultivation of creative talents and the support of the fund, and other related measures to stimulate the region’s rapid economic development [2]. Huang Changzhi believed that the automobile culture was indivisible and closely linked with automotive industry. Automobile culture includes the history, aesthetics, art and other disciplines which promote the development of the automobile industry, while automobile brand was rooted in the rich connotation of culture. The automobile culture affects our life in entertainment, consumption and other aspects. Although many scholars carried out many analyses about cultural and creative industry and other related industries, there is little research on the problem of the convergence between the two industries [3]. Therefore, based on the views of many scholars on the convergence of industry, this paper will further analyze the problems of the convergence between the
two industries, and explore the path of the development of them, provide new ideas for the development of automobile industry.

The Connotation and Value of the Convergence of Cultural and Creative Industry and Traditional Industry

The connotation of the convergence of cultural and creative industry and traditional industry

At present, the cultural and creative industry develops rapidly in all countries with good prospects, transformation and development of traditional industry also is an important economic problem faced by policymakers. Some domestic scholars carried on extensive research about convergent connotation of the cultural industry and the traditional industry. Wang Dong, Xu Xinguo considered that the convergent path should be the reconstruction of traditional industries through industrial chain and upgrade products’ original value-added in order to achieve optimization and upgrading of industry [4]. Sun Xuewen proposed that the integration and penetration of the cultural industry and traditional industry mainly means that we enhance the competitiveness of products through adopting different creative forms, innovation consciousness and other cultural factors into the industry, and then realize the transformation and development of traditional industries [5]. Wang Xueren, Yang Yongzhong proposed that convergence of cultural and creative industry will become the inevitable requirement of promoting the innovation of industries based on the convergence of cultural and creative industry, this convergence can be embodied in two aspects. From the horizontal view, creative industry as a core of the network industry to extend the value chain, such as cross-border development of film and television works, artistic performances, advertising, exhibition and other industries. From the vertical view, it is based on the development, applications and services of creative technology to promote the full convergence among industries [6].

The connotation of cultural and creative industry and traditional industry is elaborated by these scholars from different perspectives. This paper argues that the convergence of creative industry and traditional industry is mainly based on the carrier of culture and creativity, carry out different forms of creative and innovative activities to penetrate into the traditional industry, set up new original organizations of traditional industries and promote the industrial upgrading by means of breaking boundaries, understanding the meaning of cultural and creative concept.

The value of the convergence of cultural and creative industry and traditional industry

The traditional industries mainly include industries that have basically mature technology and low resource utilization. They mainly center on the labor-intensive industries and manufacturing industries. In the era of technological advance, traditional industries has entered into the so called bottleneck period, which faces worse facts: waste of resources, lower value-added products, environmental pollution and other issues. To promote their mutual convergence and cross-border development is a kind of economic form that may change the current predicament [7]. In Jilin Province, automobile industry, as a traditional industry, also confronts these problems, such as poor independent innovation ability, less independent brands, technological backwardness, and so on. The way of promoting the automobile industry’s transformation mainly relies on the convergence and development of the cultural and creative industry, and injecting innovative ideas so that the products present a variety of features, avoid competition among the similar products and add new creative elements for the development of the industry. Meanwhile, the development of the automobile industry itself should not be separated from the creative industry, such as innovative design, high-end technology, etc. Therefore, the combination of automobile industry and creative industry, with the elements and features of the traditional culture, can create more economic and cultural value, and enhance the international competitiveness. At the same time, the penetration into the automobile
industry also provides an important opportunity for its own development and stimulates further development of cultural innovation [8].

Problems in the Convergence of Cultural and Creative Industry and Automobile Industry

**Lower capacity of independent innovation**

Under the background of rapid development of global economy, the integration of market economy has brought tremendous competitive pressure to the development of the automobile industry. The key to promote the development of automobile cultural and creative industry is the independent innovation ability of enterprises in Jilin province. However, in Jilin Province, the current situation of automobile industries is as follows: from the internal view, self-developed and innovative ability in the majority of enterprises is insufficient, the key technology is difficult to be broken, in which First Automobile Works Group has got good development. In addition, the development of industrial chain is imperfect, core parts production lags behind, service technology is backward, automotive electronics products are mostly low-end products, lack of high-tech products and supporting professional production [9]. The independent brand lags behind. There exist fierce competitions among similar products that have no cultural characteristics and innovation. It’s difficult to form the diversified automotive products. From the external view, automobile enterprises are short of independent innovation consciousness, rely on the introduction of technologies and reduce costs of production to cope with the market competition, ignore the importance of culture to the automobile industry. The neglect of innovation of products neither make full use of the uniqueness and difference of our culture nor broaden the developing space of automobile creative industry. Automobile industrial cluster has not formed in Jilin province where lack of specialization division of labor and knowledge output, which has further affected the improvement of scientific research ability, information communication channels among enterprises, technology sharing is difficult to achieve.

**Inadequacy of fund and human capital**

The support of fund and the cultivation of human capital are essential to sustained and rapid development of an industry. The development of the automobile industry is also like this. Because of the relatively lower growth rate of economic development in Jilin Province, low level of treatment and welfare for talents, it is difficult to attract more professional and technical personnel. The automobile industry also faces some problems: lack of high-end talents and human capital accumulation, unreasonable structure of talents. These problems are mainly reflected in the following aspects. On the one hand, quality of labor is lower. There are serious shortages of professional talents, high-end technical personnel, moreover, vehicle service and technological innovation is deficient. These factors led indirectly the enterprises to self-develop and have weak innovative capacity, which make them in fairly unfavorable positions in the competition. On the other hand, most enterprises lack of self-developed innovation awareness, the management concept is backward, employment system is rigid. They did not form a mode of product-study-research combination. The weak accumulation of human resources make it is difficult to meet the development needs of comprehensive professional talents for automobile industry [10]. In addition, insufficient capital investment is another important factor which restricts the development of the automobile industry in Jilin province. Most enterprises rely on the government’s financial expenditure, so the enterprise’s financing channel is single and make difficult to expand scale of funds. Therefore, we should promote actively the close convergence of the automobile industry and the creative industry, use technologies to promote innovative development, push more environmental protection creative designs into automobile products so that further enhance the competitiveness of the products and increase the accumulation of wealth.

**Poverty of design and service**

Cars have gradually come into people’s lives with the rapid growth of consumer demand, in most families, cars changed from luxury goods to necessary goods, people pay more attention to cultural
elements of the car in a variety of automobile products, such as the appearance design of the cars, the advertising culture and the service quality of the cars. To look throughout the development of the automobile industry in Jilin province, there still exist some problems: product design and process design is backward, blindly follow some trend, lack of the own characteristics of products. At present, there are few self-owned brands in automobile industry. The value of brands is still unsatisfactory. It is difficult to meet the needs of consumers. Different designs of automobile brands have their own unique cultures, for example, French automobiles have a large area of glass windows, which is closely relates to the freedom and romantics that the French people pursue. [11] While the design of automobile products in China lacks of convergence of cultural diversity, brand culture has not formed. Secondly, as a high-end automobile product, advertisement design is one of the best platforms to show the feature of products. However, the current innovation concept of advertisement design in automobile industry in Jilin province is under-developed. It is difficult to reflect the demands of the brand name products and open domestic market, not to speak of meeting the needs of consumers. Advertisement design also lacks the convergence and penetration of Chinese traditional culture, the development of the automobile can not be separated from the fascination of culture. Therefore, the development of the automobile industry should resort to the combination with the creative industry. Finally, automobile service industry has a huge potential market with the development of the automobile industry, but the service level is still relatively backward in most automobile enterprises in Jilin province. Most enterprises only aim at achieving profit, lack of market regulation, service quality is unsatisfactory. The factors mentioned above must restrict the advance of the automobile industry. At the same time, the development of automobile service industry is imperfect, some related fields including automobile beauty and decoration, automobile credit and insurance are not be exploited. In addition, because of no professional skills training, workers have troubles to provide high quality professional services that meet the needs of customers and diversity development of market.

**Imperfect management system**

In Jilin Province, state owned enterprises dominate automobile industry. The management target is decentralized with a certain social function, which will bring financial burden for the enterprises. Their backward management systems affect the development of the industries. On the one hand, the state-owned enterprises themselves have a certain political color and lacks democratic and scientific environment, to a certain extent, rights are over concentrated. Sensitivity is not enough in the aspects just mentioned to grasp the psychological needs of consumers, technological innovation and the occupation of the market. On the other hand, the boundaries between government and enterprises are always unclear and out of order. There are many contradictions in the management process. Leaders make decisions that may only consider responsibility, while ignore management issues, supervision mechanism is imperfect, the decision-making process is not scientific, the management information is asymmetric and lack a certain openness and transparencyl. In addition, the selection of state-owned enterprises pays more attention to the age and experiences of post workers so that professional and technical personnel can not choose the right jobs. It is difficult to arouse their enthusiasm and exploit personal skills fully, serious brain drain arise naturally. These problems will form a vicious circle and affect the future development of the automobile industry. So it is essential to reform and create new management system, which may enhance the soft competitiveness of enterprises and increase the cultural literacy [12].

**The Path of Promoting the Convergence and Development of Automobile Industry and Cultural and Creative Industry**

**Promote the development of the automobile tourism industry by cultural creativity**
Faced the fierce competition in the international and domestic market, the quantity of automobile sharply declines because of homogeneity of the products, while marketing strategy of the products has become particularly important. However, the marketing design concept of automobile products is out-of-date, the marketing mode is backward and lack of creativity. It is difficult to arouse the consumer’s desire. Currently, tourism appeals to consumers very much, therefore automobile tourism is one of the paths to open markets. The development of the tourism industry cannot be separated from the support of the creative industry. To enrich the connotation of the products should promote penetration and convergence between automobile industry and creative industry. Firstly, automobile enterprises should grasp actively the opportunity to build automobile tourism industrial park, carry on scientific plan and expand publicity. Using the automobile culture to make automobile movies and automobile advertisements, holding large-scale automobile exhibitions, providing a platform for displaying automobile products are all good methods. Secondly, focus on creating countryside tour routes, develop some recreation tourism projects including self-driving traveling and popular science tourism [13]. Build actively and improve the basic facilities and services in the tourism areas so that ensure the safety of travelers and strengthen the services of rescue operation. Let consumers not only scientifically understand the performance and operability of automobile products, but also enjoy deeply the characteristics of local culture and customs. In addition, automobile enterprises should set up automobile clubs and the automobile associations, in which these enterprises communicate with each other, exchange information of automobile products, then actively adjust and assemble products to improve the competitiveness of own products. Last but not the least, automobile enterprises ought to open factories to visitors who can enjoy visiting models, design assemble game so that meet the curiosity of tourists and understand the way of the design of automobiles which help to change the traditional concept and consumption structure for people and choose their own models. As the rise and development of automobile tourism, it not only promotes the prosperity of the automobile industry, but also drives the development of the local tertiary industries, such as part of financial industry, catering industry and others, which boost economic growth of Jilin Province.

Enhance the brand value of the automobile industry by cultural creativity

Automobile industry in China is still in the growing stage, appearance design lacks of creative ideas, and there is still not mature own brands culture, copy foreign brand design is common phenomena, all which makes the automobile industry remains stagnant. To exploit ways of developing their own brands is imminent. We should exploit the connotation of cultural brand, rebuild new value of brands with unique and design concept of cultural and creative industry. Firstly, we should analyze the consumers’ aesthetic trend of products in design, and combine with Chinese traditional culture. For example, Chinese people pursue “people-oriented” value, coupled with the national cultural elements, and innovate independently with the help of China’s unique cultural landscape. Automobile design should not only highlight the function of the products, but also express people’s spiritual ideas of life. Secondly, advertisement design can display products by means of flexibly applying creative culture and using micro films. Creative design can be properly converged into Chinese elements, such as using long historical and cultural background or theatrical performance to attract the consumers’ attention, in addition, innovation should come from life and be close to people’s social environment. Thirdly, we should not just rely on advertising, but combine with public relations, personal selling and other ways to spread in the process of promotion and then improve the efficiency. Finally, the development of independent brands needs various culture performances, and should not only resort to the local cultural characteristics, but also make full use of modern high-tech to build their own brand cultures successfully [14].

Increase the cultural value of the automobile industry by cultural creativity

The trans-boundary and convergence between cultural and creative industry and automobile industry not only enriches the categories of automotive products, but also contributes to the expansion of people’s demand for creative products. Automobile enterprises should develop a large number of
automobile cultural products and then extend the value chain of products with the help of technological innovation of the creative industry. Such as car games, car video, car handicrafts, car exhibition, car electronic equipment that can spread car knowledge and expand market shares. Furthermore, the convergence drives the development of new industries and related service industry. For one thing, in automobile service fields, carry out scientific and standardized management by improving the facilities, quality of services. It is necessary to implement professional training for automobile service personnel, which can enhance their overall quality and service skill, improve the supervision mechanism, and exploit market potential [15]. Meanwhile, we should make full use of the internet platform to provide quality information technology services for car maintenance, repairs, insurance and others, which drives the prosperity of automobile insurance, financial services and advertising, expands new business areas, and promotes the all-around upgrade of the automobile industry. For another, as a central industry, creative industry can drive new industries that include car video, catering industry, sport industry, media industry, and so on. It can not only improve the value chain of traditional industry, but also change the traditional way of entertainment, and create more cultural value for the industrial development in Jilin Province.

Summary

Convergence and interaction is new form of promoting industrial development. With the coming of knowledge economy, the development of automobile industry is increasingly close to the penetration of cultural and creative industry. To promote cross-border, convergence, penetration of these industries not only is beneficial to the growth of the local economy and improve economic efficiency, but also provides a new developing way and new ideas for the transformation of traditional industries. Take creativity as a guide, they should extend the value chain of the automobile industry, makes full use of the value of culture, produce more creative automobiles products and build cultural values of brands, all which have important realistic significance for industrial development in Jilin Province.

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