A Research Agenda for Creative Industries

Elgar Research Agendas

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Interdisciplinary, internationally focused, policy-informed, and strategic, this book sets out agendas for advancing research into creative industries as a productive and innovative intervention in public policy. With contributions from leading scholars, policy and industry specialists, this Research Agenda will be a vital resource for students and academics working in the fields of communication, culture, film and media, geography, business and policy studies, and Internet and social media studies.

‘A Research Agenda for Creative Industries is a worthwhile read for everyone interested in both developing background knowledge on, and exploring the potential future research directions of, creative industries research and policy. The work enriches an understanding of the outline of research agendas that have shaped countries, regions and cities. I would recommend this book not only to academic scholars and industry leaders in the creative and cultural industries fields, but also to political leaders who can innovate the business and cultural world by evaluating and collaborating with a range of unique and diverse sectors that have intrinsic, innovative characteristics.’
– Stefania Romano, Cultural Trends

‘Stuart Cunningham and Terry Flew have brought together an impressive and diverse group of contributors from the academic, industry, and policymaking sectors to illuminate research directions for a field of inquiry that is characterized by inherent tensions between economic and cultural perspectives; between the needs and interests of scholars and those of the industry and policymaking sectors; and between the variety of theoretical and methodological perspectives that characterize the wide range of disciplines that contribute to creative industries research. This is a complex and difficult field for researchers to navigate. Fortunately, this volume clearly lays out a number of valuable paths forward.’
– Philip M. Napoli, Duke University, US

‘Cunningham and Flew have assembled an A-list team of international scholars, industry leaders and policy makers to crystalize a future research agenda for creative industries. It addresses difficult issues in marking the distinction between economic and cultural value, and illuminates complex questions of intellectual property in an increasingly digital and globalized environment. It considers platforms and cities, on the one hand, and the different social and intellectual challenges in UK, Europe, Pacific Rim, and China, on the other. What will be the impact of Web3 and blockchain; how can industrial policy be rethought to sensibly encompass the creative economy; what data do we need to understand the continually morphing object that is the creative industries? This is an essential contribution to the field that not only provides answers but defines the new questions that we have to ask.’
– Jonathan Potter, Rutgers University, US

‘A truly global, deeply interdisciplinary look at the state of creative industries research, and one that will set agendas for the next generation of research.’
– Patricia Aufderheide, American University, US