

Team dynamics and technology impact on creative and cultural industries

Abstract

The creative economy has become a powerful transformative driving force in the world. Its potential for development is vast and waiting to be totally unlocked. It represents one of the most rapidly growing sectors of the world economy, not just in terms of income generation but also for job creation and export earnings. For these reasons, an increasing interest on the contexts of creative and cultural industries has emerged in the last years and, since human creativity and innovation, at both the individual level and group level, are the key drivers of these industries, they have attracted the attention of numerous researchers who started investigating these phenomena.

Therefore, the aim of this dissertation is to contribute to this stream of research by investigating two sectors belonging to the CCI: music and visual arts. Specifically, the first part of this thesis will be focused on the analysis of the music industry and the effects that diverse teams might have on the performances achieved. I will discuss how characteristics of the group can serve to either enhance or constrain engagement in creative processes, the development of creative outcomes, and ultimately project performance. The second part of this dissertation will instead shift the attention to cultural industries, specifically visual arts, to investigate the controversial effects that technology might have on the dynamics of this sector. Indeed, since technological innovations and digitization have hit old and new economic sectors pervasively, it is important to investigate the attitude to change of the people already in the sector to understand if they will resist the change or operate in favour of it. As a matter of fact, these individuals can consider technology as a chance to reshape and empower their role or, on the contrary, they might not be able to redefine their role in the new technology-driven competitive scenario, and they may feel threatened of being replaced by technological innovation.

Keywords: Creative industries, Cultural industries, Diversity, Teams, Innovation, Technology acceptance