

Empirical Research on the Influential Factors on the Competitive Advantage of the Creative Economy of the Greater Bay Area (GBA) Based on Field Research

Liyan Cao^{1,2} Mohd Farid Shamudin²

¹School of Management Engineering, Guangdong Polytechnique of Science and Technology, Guangzhou 510640, China;

²Business school, University of Kuala Lumpur, Kuala Lumpur 50088, Malaysia)

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Abstract

This research seeks to analyse the factors that influence the competitive advantage of the creative economy in the Guangdong-Hong Kong-Macau Greater Bay Area (GBA) based on interviews with 50 respondents in the creative economy sector in GBA. The interviews included questions with rating choices and open answers, and quantitative and qualitative analyses were carried out. The research specifically focuses on understanding the significance and impact of five key factors: industrial scale, economic benefit, talent advantage, technology advantage, and tolerance advantage. Based on the survey result, the research found The average score of five factors: industry scale at 6.22 points, economic benefit at 6.56 points, technical advantage at 7.42, talent advantage at 7.55, and tolerance advantage at 8.21 points, which illustrates the openness, tolerant and flexible environment of the GBA; The talent advantage is encouraging, but industrial scale, economic benefits, technological advantages still need further improvement; Talent remains an indispensable factor for enhancing the development of the creative industry in the Greater Bay Area; Currently, the talent pool in the Greater Bay Area is insufficient to meet the demands of its rapid development. Based on the research result, suggestions were put forward accordingly.

Keywords: creative economy; competitive advantage; Guangdong-Hong Kong-Macau Greater Bay Area; industrial scale; economic benefit; talent; technology; tolerance

1.0 Research Background

Creative economy has become a strategic choice for many countries as a new driving force of economic growth. The creative industries in the world can generate \$22 billion a day, increasing at a 5 per cent speed daily (John Hawkins, 2001). According to the *Creative Economy Outlook* by UNCTAD (United Nations Conference on Trade and Development) (2018), The creative economy is recognised as a significant sector and a meaningful contributor to the national gross domestic product. The concept of the Guangdong-Hong Kong-Macau, Greater Bay Area, was originally derived from China's national development strategy of Belt and Road. In March 2015, China's State Council authorised the *Vision and Action for Promoting the Economic Belt of the Silk Road and the 21st Century Maritime Silk Road*. It proposed building the Guangdong-Hong Kong-Macau Greater Bay Area for the first time. The Outline of the Guangdong-Hong Kong-Macau Greater Bay Area Development Plan was issued in 2019.



According to *The Greater Bay Area Blue Book, The Greater Bay Area Creative Industry Development Report (2020)*, the total output value of the creative industry in the Greater Bay Area in 2017 was 116.107 billion yuan, an increase of 18.87% over the same period last year. The proportion of the Greater Bay Area's GDP was 5.40%, 0.47 percentage points higher than 2016.1% and 3.3% of the province's economic aggregate. In 2018, the number of legal units in the creative industry in The Greater Bay Area touched 74,414. The added value of the creative industry reached 136.969 billion yuan (*The Greater Bay Area Blue Book, The Greater Bay Area Creative Industry Development Report 2020*).

1.1 Research Objectives

The research aims to provide a comprehensive understanding of the factors influencing the competitive advantage of the creative economy in the Guangdong-Hong Kong-Macau Greater Bay Area (GBA). Firstly, the study aims to evaluate the specific role of industrial scale in enhancing the regional and global competitive advantage of the GBA's creative industries. Then, the study investigates the influence of five factors on the competitive advantage of the GBA's creative economy. It also examines the impact of technological advancements on the growth and competitive positioning of the creative economy within the GBA. Finally, it seeks to identify effective strategies and policies for developing the creative economy in the GBA, proposing optimisations for future growth and sustainability.

The research targets the technology, talent, tolerance, industrial scale, and economic benefits of the creative industries in the Greater Bay Area. Technology, talent, and tolerance are the fundamental factors determining the creative economy's competitive advantage (Richard Florida, 2002). Industrial scale and economic benefits are also influencing factors included in the research that consider the general industrial and economic environment.

2.0 Research Process

2.1 Interview Profiles

The research is based on interviews with 50 respondents who are company CEOs or professionals engaged in the creative industry. In this study, 50 participants were selected as interviewees.

The geographical distribution is Guangzhou (10), Shenzhen (10), Zhuhai (5), Foshan (5), Huizhou (2), Dongguan (4), Zhongshan (2), Jiangmen (2), Zhaoqing (2), Hong Kong (5), Macao (3). Table 1 below presents the basic profile of the study participants.

Table 1: Samples and Data Collection

		frequency	proportion
Gender	Male	36	72%
	Female	14	28%
Age	30 years old and below	5	10%
	31-40years old	34	68%
	41-50years old	8	16%
	51years old and above	3	6%
Industry	Traditional culture and creative industry	15	30%
	High-tech creative industry	8	16%
	New media industry	10	20%
	Engaged in the independent design industry	5	10%



	Art tourism industry	12	24%
Enterprise location	Creative park	30	60%
	Commercial office building	15	30%
	Home office	5	10%
Survey area	Guangzhou	10	20%
	Shenzhen	10	20%
	Zhuhai	5	10%
	Foshan	5	10%
	Huizhou	2	4%
	Dongguan	4	8%
	Zhongshan	2	4%
	Dongguan	2	4%
	Zhaoqing	2	4%
	Hongkong	5	10%
	Macao	3	6%

2.2 Interview Questions

The interviews were conducted in two ways: telephone or face-to-face talk in 9 cities and two special administrative zones of Hongkong and Macau from March to July 2023.

They were initially asked to complete a quantitative research questionnaire during the research process. After completing the questionnaire, they were scheduled through interviews to delve further into their genuine thoughts and experiences.

50 interviewees were given 20 questions. They are required to give a rating from 1-10 for questions 1-15. The last 5 questions (questions 16-20) are open for interviewees to share their views on the influential factors and suggestions for improving the competitive advantage of the creative economy in GBA areas. Based on the feedback of 50 interviewees, quantitative analysis is made on the survey results of questions 1-15. A qualitative analysis is made on the survey results of questions 16-20.

Table 2: Interview Questions

Items 1 Industrial Scale
1. The profit and tax rate of my company is good. (rated 1-10)
2. The labour productivity of my company is good. (rated 1-10)
3. How does industrial scale contribute to the Greater Bay Area's economic growth and stability? (rated 1-10)
Item 2 Economic Benefit
4. The business income of my company is encouraging. (rated 1-10)
5. The value created by the creative industry plays a significant role in the Greater Bay Area. (rated 1-10)
6. How do economic benefits contribute to the Greater Bay Area's economic growth and stability? (rated 1-10)
Items 3 Technology Advantage
7. My company's annual R&D input is good. (rated 1-10)



8. The innovation level of my company is high. (rated 1-10)
9. How does technology advantage contribute to the Greater Bay Area's economic growth and stability? (rated 1-10)
Items 4 Talent Advantage
10. More than 50 per cent of staff have received higher education. (rated 1-10)
11. The overall environment the company provides to the staff is favourable. (rated 1-10)
12. How do talent advantages contribute to the Greater Bay Area's economic growth and stability? (rated 1-10)
Item 5 Tolerance Advantage
13. The company culture embraces variety and tolerance. (rated 1-10)
14. The staff can easily express their creative thought without offending others. (rated 1-10)
15. How does the tolerance factor contribute to the Greater Bay Area's economic growth and stability? (rated 1-10)
Item 6 General Questions
16. Among the five factors, industrial scale, economic benefits, technology advantages, talent advantages, and Torrance advantages, which factor is the most significant
17. Among the five factors, industrial scale, economic benefits, technology advantages, talent advantages, and Torrance advantages, which factor has the best performance in boosting the competitive advantage of the creative economy in GBA?
18. What strategies and policies have proven effective in promoting the competitive edge of the creative economy in the GBA?
19. Looking ahead, what is the greatest challenge in developing the competitive advantages of the creative economy in GBA?
20. What are your suggestions for the future growth of the creative economy in GBA?

3.0 Empirical Research Result

3.1 Quantitative Analysis

3.1.1 Reliability and validity test of the scale

This study used a rating scale ranging from 1 to 10 when designing the survey questionnaire. The α reliability test method was applied to assess the scale's Reliability. α Reliability is a crucial indicator of internal consistency for measuring instruments. It is commonly used to evaluate the Reliability of questionnaires, tests, or scales. In the α reliability standard, the values range between 0 and 1, with higher values indicating greater Reliability and consistency of the measuring tool. Generally, an α value between 0.7 and 0.9 is considered good Reliability for the scale, and an α value above 0.9 indicates very high Reliability.

Two methods, AVE (Average Variance Extracted) and CR (Composite Reliability), were utilised to analyse the convergent validity of the target scale. According to previous studies, AVE should be greater than 0.5, and CR should be greater than 0.7 to ensure the convergent validity of the scale. Additionally, the discriminant validity of the scale was evaluated by



comparing the inter-factor correlations with the square root of AVE. Theoretically, the square root of AVE should be greater than the correlations between the corresponding factors to demonstrate good discriminant validity.

The results of the reliability and validity tests in this study are presented in Table 3. All variables showed α reliability values exceeding 0.7, AVE ranging from 0.653 to 0.663, surpassing the 0.5 standard, and CR ranging from 0.870 to 0.894, exceeding the 0.7 standard. This indicates that the scale is reliable. The square root of AVE is greater than the correlations between variables, ensuring the discriminant validity of the scale. In summary, the scale in this study is reasonable, exhibits good Reliability and validity, and the research results are statistically significant.

Table 3: Reliability and validity analysis of the scale

Variable	α	AVE	CR	1	2	3	4	5
Industrial Scale	0.835	0.653	0.846	0.808				
Economic Benefits	0.891	0.740	0.894	0.645	0.860			
Technology Advantage	0.872	0.691	0.870	0.541	0.750	0.831		
Talent Advantage	0.848	0.663	0.852	0.558	0.680	0.729	0.814	
Tolerance Advantage	0.786	0.543	0.781	0.381	0.508	0.601	0.508	0.737

3.1.2 The Analysis of the Industrial Scale

Centred around the core concept of industrial scale, an in-depth investigation was conducted into profit and tax rates, labour productivity, and the promoting role of industrial scale in the development of the Greater Bay Area. A comprehensive analysis and evaluation of the influencing factors in these three aspects were carried out.

Firstly, a detailed examination of profit and tax rates was conducted. The study revealed an average score of 6.06 for industrial enterprises in terms of profit and tax rates. Secondly, attention was focused on the crucial indicator of labour productivity. Survey results indicated an average score of 6.68 for labour productivity rates in the Greater Bay Area creative economy sector. This implies that in the Greater Bay Area, the rights and interests of labourers are well protected, which is conducive to improving labour productivity and job enthusiasm. The promoting role of industrial scale in the development of the Greater Bay Area was also investigated. Research data showed an average score of 6.02 for promoting industrial scale in the development of the Greater Bay Area.

In summary of the analysis of these three aspects, it can be observed that the Greater Bay Area performs relatively well in promoting labour productivity. At the same time, it exhibits average performance in profit and tax rates and on an industrial scale. However, the overall development of the industrial scale is not satisfactory.

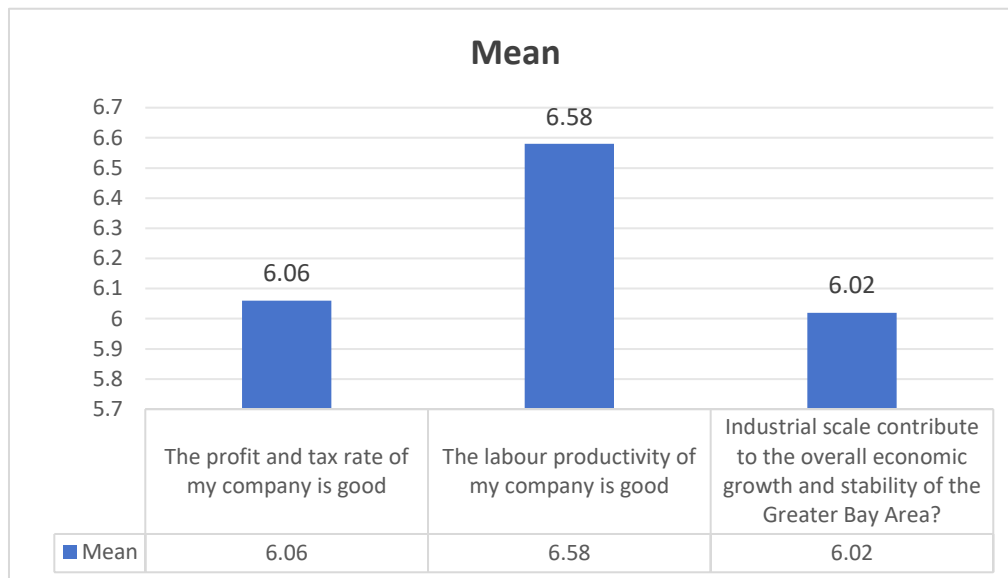


Figure 1: Industrial Scale

3.1.3 The Analysis of Economic Benefit

Centred around the core concept of economic benefits, an in-depth investigation was conducted into three aspects: business income, the significant role of the creative industry in the Greater Bay Area, and the promoting effect of economic benefits on the development of the Greater Bay Area. Analysis and evaluation were performed on these three aspects.

The data shows that the average rating given by respondents for business income is 6.40, the average rating for the significant role of the creative industry in the Greater Bay Area is 6.34, and the average rating for the promoting effect of the creative industry on the economic development of the Greater Bay Area reaches 6.94. These figures reflect that respondents generally believe the creative industry plays a positive and stimulating role in the economic development of the Greater Bay Area. The flourishing development of the creative industry drives the growth of related industry chains. It enhances regional innovation capabilities, further promoting the optimisation and upgrading of economic structure.

In summary, the creative industry plays a significant role in the economic development of the Greater Bay Area. With increasing support from national policies for the creative industry, the creative industry in the Greater Bay Area is expected to continue contributing to economic benefits and the high-quality development of the Greater Bay Area's economy. On this basis, it is necessary to strengthen policy guidance further, optimise the industrial environment, and stimulate the innovative vitality of the creative industry to achieve mutually beneficial development between the creative industry and the Greater Bay Area's economy.

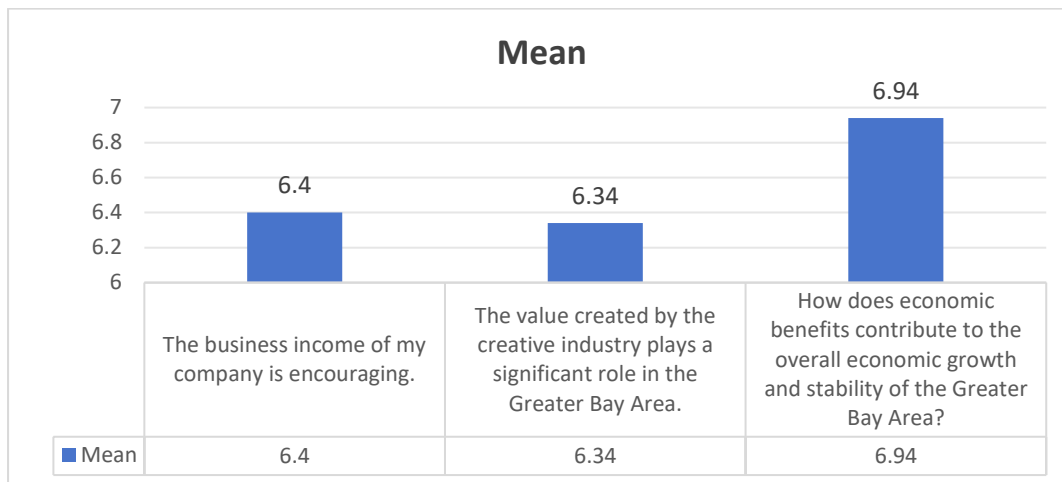


Figure2: Economic Benefit

3.1.4 The Analysis of the Technology Advantage

Centred around the core concept of technological advantage, an in-depth investigation was conducted into three aspects: annual research and development (R&D) input, innovation level, and the promoting effect of technological advantage on the economic development of the Greater Bay Area.

The data reveals that the average value for R&D input by the research subjects is 6.88. there is still room for improvement in the overall level of R&D input. The average value for the innovation level is 7.48, suggesting that enterprises in the Greater Bay Area have achieved certain results in innovation but still have room for improvement. Regarding the impact of innovative technology on the economic development of the Greater Bay Area, the data shows an average value of 7.9. This indicates that companies generally believe that innovative technology plays a positive driving role in the economic development of the Greater Bay Area. In summary, despite the lower level of R&D input in the Greater Bay Area, there is a widespread belief in the significant role of innovative technology in economic development.

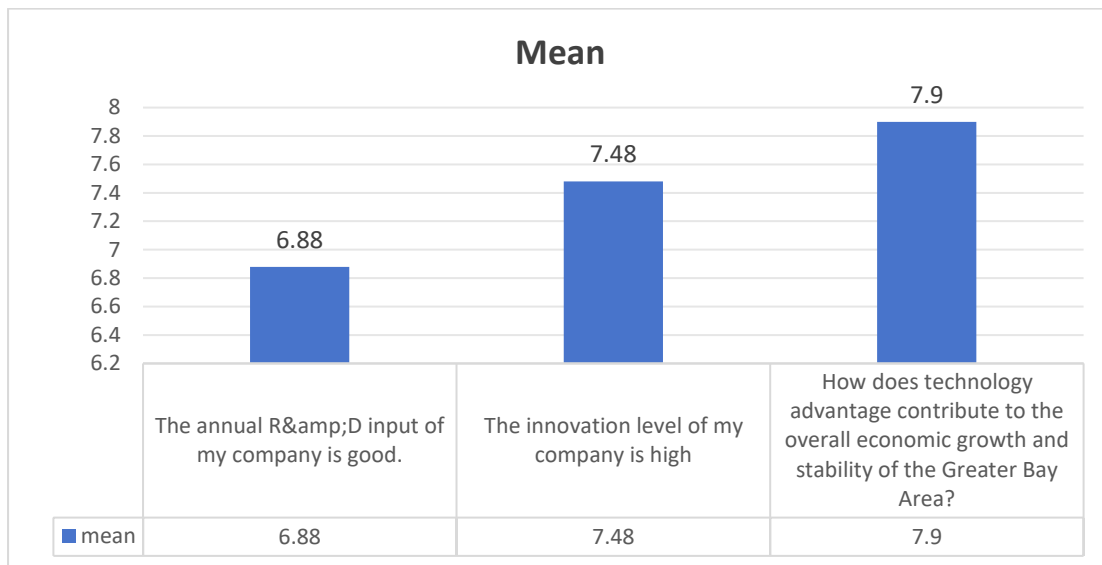


Figure 3: Technology Advantage

3.1.5 The Analysis of the Talent Advantage

Centred around the core concept of talent advantage, an in-depth investigation was conducted into three aspects: more than 50% receiving higher education, the company providing a favourable environment, and the role of talent advantage in contributing to the overall economic growth and stability of the Greater Bay Area.

Survey results revealed that over 50% of employees possess a higher education background, with an average education level reaching 8.12. This indicates that companies in the Greater Bay Area have a robust talent pool with a high level of knowledge and professional skills. Further analysis found that the average rating for the favourable environment provided to employees is only 7.04. This suggests room for improvement in creating a positive work environment for employees. A favourable environment is crucial in unleashing employee potential and improving efficiency, which is important for company development. On the other hand, talent advantage plays a vital role in the Greater Bay Area's overall economic growth and stability, with an average rating of 7.48. This indicates that companies in the Greater Bay Area recognise the importance of talent and actively explore and leverage talent advantages to drive sustained economic growth in the region.

In summary, companies engaging in the creative industry in the Greater Bay Area have a clear advantage in talent reservoir, but there is room for improvement in providing a favourable environment and developing talent advantages.

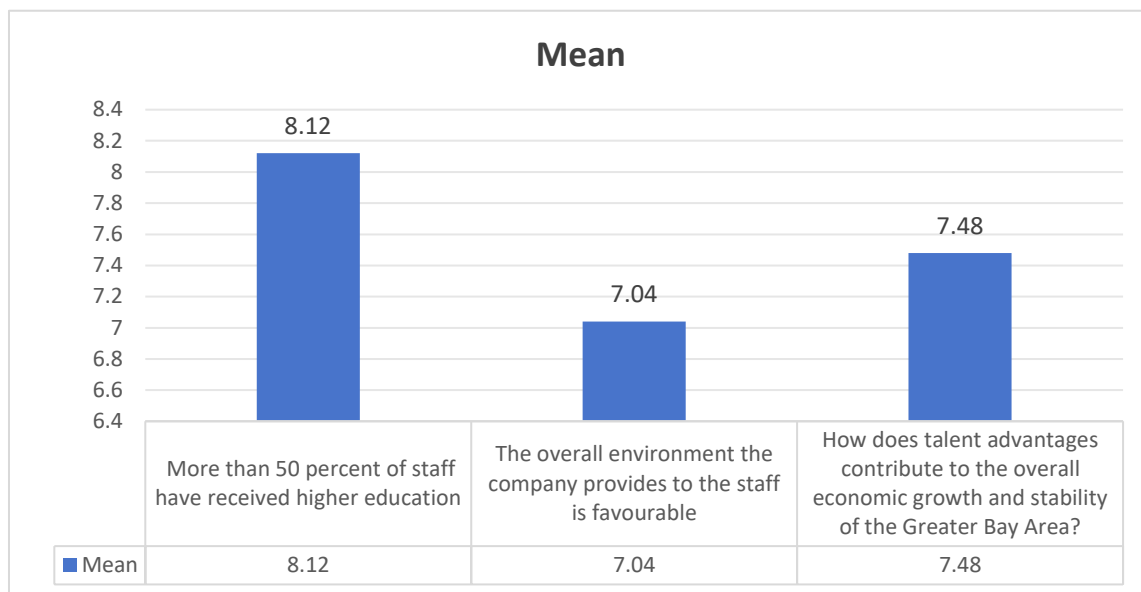


Figure 4: Talent Advantage

3.1.6 The Analysis of the Tolerance Advantage

Centred around the core concept of tolerance advantage, an in-depth investigation was conducted into diversity and inclusivity in company culture, employees expressing creative ideas easily, and the impact of tolerance factors on the overall economic growth and stability of the Greater Bay Area.

The diversity and inclusivity in company culture received an impressive average score 8.06. employees can easily express creative ideas, with an average score reaching 8. This contributes to increasing employee job satisfaction and brings rich, innovative resources to the company. Additionally, tolerance factors' impact on the overall economic growth and stability of the Greater Bay Area received an average score of 8.5. This indicates that the research subjects hope that the Greater Bay Area has successfully created a vibrant, inclusive economic environment with policy support and joint efforts from enterprises, providing broad development space for various businesses.

In summary, especially regarding tolerance factors impacting the overall economic growth and stability of the Greater Bay Area, it showcases the unique advantages the Greater Bay Area possesses in driving economic development.

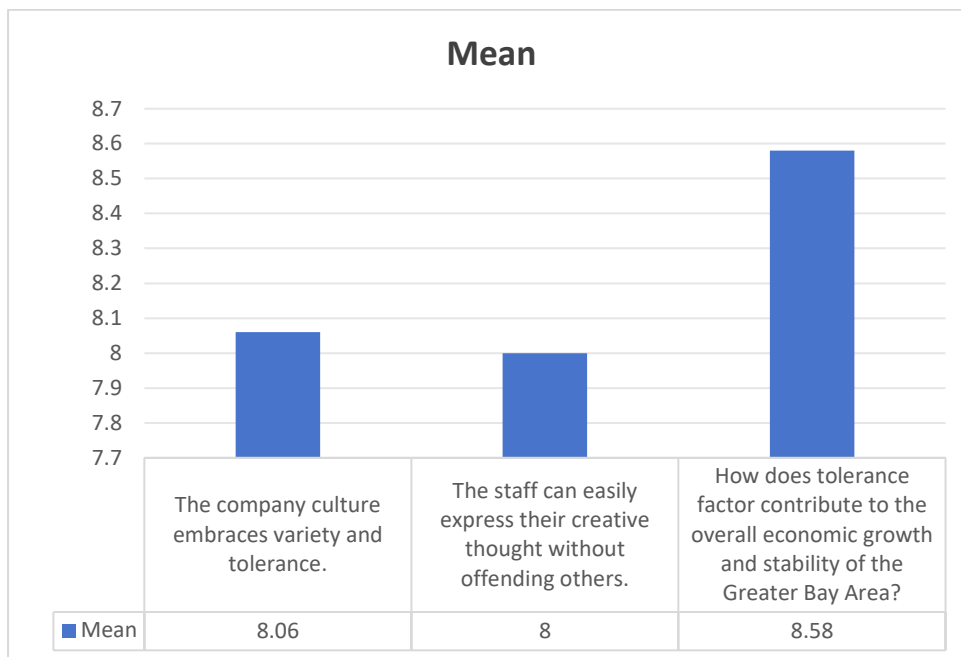


Figure 5: Tolerance advantage

3.1.7 Comparative analysis of each dimension

Based on the results of the interview, it is found that the average score of five factors: industry scale at 6.22 points, economic benefit at 6.56 points, technical advantage at 7.42, talent advantage at 7.55, and tolerance advantage at 8.21 points, which illustrates the open, tolerant and flexible environment of the GBA. The talent advantage is also encouraging, but the industrial scale, economic benefits, and technological advantages still need further improvement.

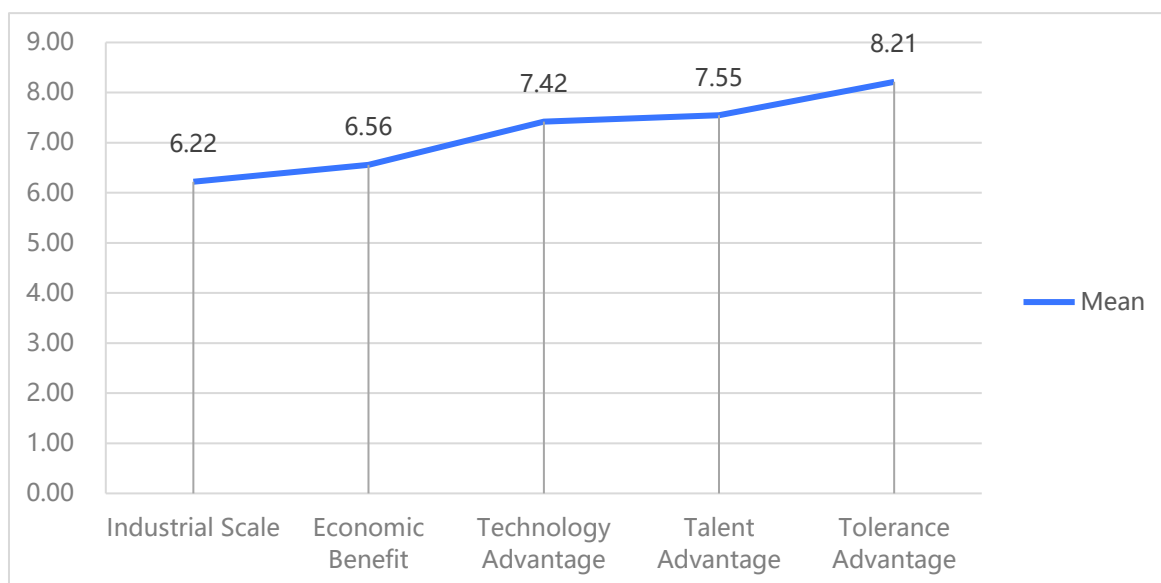


Figure 6: Comparative analysis of each dimension

Based on the quantitative research, the creative economy sector performs well regarding labor

productivity. The profit and tax rates are relatively common, but the vertical comparison of the overall industrial scale needs to be improved and solved specifically. Creative industries play an important role in the economy of the Greater Bay Area, and policy guidance, optimisation of the industrial environment, and stimulation of innovation are the keys to future development. Although R&D investment is relatively low, many enterprises still believe that innovative technology is crucial to the economy, and there is a need to increase R&D investment to promote innovation. Greater Bay Area companies have advantages in the talent pool. However, the working environment still needs to be improved to strengthen the introduction of creative talents. In addition, corporate culture, innovation, economic growth, and tolerance factors provide unique advantages to the competitive advantage of the creative economy in GBA.

3.2 Qualitative Study

3.2.1 Interview subjects

In this study, the 50 participants were selected as interviewees. They were initially asked to complete a quantitative research questionnaire during the research process. After completing the questionnaire, they were scheduled through interviews to delve further into their genuine thoughts and experiences.

3.2.2 Interview Outline

Table 4: Interview outline

SUBJECT	QUESTIONS	GOAL
Factors in boosting the creative economy of the Greater Bay Area	Among the five factors, industrial scale, economic benefits, technology, talent, and tolerance advantages, which factor is the most significant in boosting the creative economy's competitive advantage in GBA?	Understand what, in the eyes of respondents, the main factors are driving the economy and competitiveness of the Greater Bay Area.
The Greater Bay Area currently has the best-performing creative economic advantage.	Among the five factors, industrial scale, economic benefits, technology advantages, talent advantages, and tolerance advantages, which factor has the best performance in boosting the competitive advantage of the creative economy in GBA?	Understand the current advantages of the creative economy in the Greater Bay Area.
Strategies to improve the creative economy in the Greater Bay Area	What strategies and policies have proven effective in promoting the competitive edge of the creative economy in the GBA?	To specifically understand the opinions of the respondents on improving the creative economy of the Greater Bay Area.
Future challenges of the Greater Bay Area creative economy	Looking ahead, what is the greatest challenge in developing the competitive advantages of the creative economy in GBA?	Understand the respondents' thinking on the creative economic adjustment.

3.2.3 Formal interview

Two methods were employed to ensure the quality and effectiveness of the interviews: telephone and face-to-face interviews. Telephone interviews facilitated participants in expressing their thoughts comfortably and naturally, reducing geographical and time constraints. Face-to-face interviews, however, allowed for a more sincere and intimate exchange, conducive to obtaining deeper insights.

During the interview process, a combination of structured, semi-structured, and unstructured interview methods was followed, delving into the interview questions in-depth. The interview content included predefined questions and incorporated appropriate extensions and expansions based on participants' responses. This approach ensured the interviews' systematic nature while fully exploring participants' viewpoints.

Additionally, to guarantee the accuracy and Reliability of interview results, strict adherence to the following principles was maintained: 1. Respect participants, maintain politeness and patience, ensuring their willingness to open up and speak freely. 2. Avoid leading questions to prevent influencing participants' authentic expression. 3. Keep detailed interview records, documenting participants' responses and performances for subsequent analysis and organisation. 4. After the interview, maintain confidentiality of participants' personal information and responses, ensuring their privacy remains protected.

Preparation materials included recording devices, interview outlines, notebooks, and pens, and the interview language was Mandarin Chinese, considering that all participants in this study were Chinese.

3.2.4 Interview data collection

The researcher must ensure that the transcribed text of the interview remains consistent with the interviewee's oral statements. To protect the interviewees' privacy, the researcher solely handles the transcription of interview recordings. After transcription, a careful review of the transcribed text is conducted by re-listening the interview recordings to verify the accuracy of the information.

Telephone interviews lasted 30-60 minutes, while face-to-face interviews ranged from 40-90 minutes. The total transcription volume for this interview process amounted to 250,000 words. The interviewees were encoded from A1 to A50.

This study employed a structured interview approach to address specific questions, and the results were subsequently subjected to frequency analysis.

Table 5: Structural interview encoding

Encoded	The number of mention
Among the five factors, industrial scale, economic benefits, technology, talent, and tolerance advantages, which factor is the most significant in boosting the creative economy's competitive advantage in GBA?	
Talent Advantage	18
Technology Advantage	12
Tolerance Advantage	10
Economic Benefit	6
Industrial Scale	4
Among the five factors, industrial scale, economic benefits, technology advantages, talent advantages, and tolerance advantages, which factor has the best performance in boosting the competitive advantage of the creative economy in GBA?	



Talent Advantage	9
Technology Advantage	11
Tolerance Advantage	23
Economic Benefit	4
Industrial Scale	2
Looking ahead, what is the greatest challenge in developing the competitive advantages of the creative economy in GBA?	
1. Insufficient cooperation in GBA.	
2. Unbalanced development of the creative economy sector,	
3. The majority of low-end industry in the creative economy sector.	
4. Not competitive in the global market.	
5. Institutional barriers of GBA.	
6. Lack of international creative talent	
Insufficient cooperation in GBA.	1
Unbalanced development of the creative economy sector	6
Majority of low-end industries in the creative economy sector	11
Not competitive in the global market	8
Institutional barriers of GBA	3
Lack of international creative talent	21

Adopting a semi-structured interview approach, this study delved into a series of core interview questions. During the interviews, active listening was employed to capture the interviewees' viewpoints, and their perspectives were meticulously recorded and organised. These consensus viewpoints were summarised and extracted for interviews involving two or more participants, if they shared similar understandings and awareness of key concepts.

Table 6: Semi-structured interview encoding

Encoded	Core theme
Looking ahead, what is the greatest challenge in developing the competitive advantages of the creative economy in GBA?	
A1: The biggest challenge facing the Greater Bay Area is the lack of creative talent. A9: The lack of creative talent is the main bottleneck restricting the development of the creative economy in the Greater Bay Area. A12: I think one of the most urgent problems in developing the creative economy in the Greater Bay Area is the lack of creative talent. A17: The shortage of creative talent poses a severe challenge to developing the creative economy in the Greater Bay Area. A21: One of the major challenges facing the Greater Bay Area in developing the creative economy is the lack of adequate creative talent support. A24: I am deeply aware that to develop the creative economy in the Greater Bay Area, the first solution is the supply of creative talents. A33: The boom in the creative economy lies in creative talent, and the biggest challenge in the Greater Bay Area at this stage is the lack of a talent pool. A36: One of the problems I see is that the Greater Bay Area is facing a shortage of creative talent in developing the creative economy. A42: The most pressing problem in promoting the Greater Bay Area's creative economy is overcoming the shortage of creative talent.	Lack of international creative talent



<p>A47: For the Greater Bay Area to succeed in the creative economy, it first needs to address the shortage of creative talent.</p>	
<p>A2: I believe the creative economy sector is mainly concentrated in the low-end industries. A8: I think the creative economy is mostly mainly in low-end industries. A14: Through my observation, the creative economy sector mainly takes low-end industries as the main gathering point. A19: the most creative economy is still about low-end industries. A44: Most creative economy sectors are still dominated by low-end industries. A49: My subjective impression is that the creative economy, in my opinion, is mainly dominated by low-end industries.</p>	<p>The majority of low-end industries in the creative economy sector</p>
<p>A6: The biggest challenge for the Greater Bay Area creative economy is the lack of competitiveness comparable to the global level, which is my long-term conclusion. A13: I think the biggest problem with the creative economy of the Greater Bay Area is that there is a gap in our global competitiveness compared to other regions. A23: In my view, the biggest challenge for the creative economy in the Greater Bay Area is its failure to be competitive enough in the world. A27: I think there is still a lack of global competitiveness. A34: In my observation, the creative economy of the Greater Bay Area urgently needs to enhance its global competitiveness to better integrate into the international market. A37: From my perspective, one of the main problems of the creative economy in the Greater Bay Area is the lack of sufficient global competitiveness, which requires our joint efforts to address.</p>	<p>Competitive in the global market</p>
<p>A2: I think the development of the creative economy sector is still quite uneven. A5: There is a significant imbalance in the development of the creative economy sector, which is what we need to pay attention to. A11 The development of the creative economy sector is not balanced. A22: I think the unbalanced development of the creative economy sector is a relatively common phenomenon in the industry, and we need solutions. A28: In my opinion, the imbalance in the development of the creative economy sector is an urgent issue, and measures need to be taken to adjust it.</p>	<p>Unbalanced development of the creative economy sector</p>
<p>A4: There are still some problems in the current cooperation in the Greater Bay Area, especially in cross-industry collaboration, which requires more effort. A18: There are still some challenges in cooperation in the Greater Bay Area, especially in the coordination of cross-regional cooperation. A26: In my opinion, the current cooperation in the Greater Bay Area is not fully smooth, and the collaboration between some business areas still needs to be improved.</p>	<p>Insufficient cooperation in GBA</p>
<p>A41: There are some problems with the Bay Area development, especially the need for better policy coordination and implementation planning. A50: There are still some pending issues in the Greater Bay Area, especially closer coordination of local policies.</p>	<p>Institutional barriers of GBA</p>

4.3.5 Findings of Qualitative Analysis

This interview study thoroughly explored the creative industry's current development status and prospects in the Guangdong-Hong Kong-Macao Greater Bay Area. Several key conclusions emerged from the research:



Emphasis was placed on the crucial role of talent within this region. It was revealed that talent remains an indispensable factor in enhancing the development of the creative industry in the Greater Bay Area. Currently, the Greater Bay Area's talent pool is insufficient to meet its rapid development demands. Therefore, increasing the talent pool's scale and quality is urgent. To achieve this goal, efforts should be made not only to strengthen talent training and recruitment but also to optimise the talent development environment and enhance satisfaction to attract more outstanding individuals to contribute to the development of the creative industry in the Greater Bay Area.

The study indicated that the Greater Bay Area excels in tolerance and openness. This unique advantage provides ample development space for enterprises and talents, facilitating the full integration of various innovative resources.

5. Suggestions

Based on the quantitative and qualitative analysis, strategic considerations should focus on the following aspects: firstly, fully explore and cultivate talent, considering it a top priority. Secondly, promote upgrading the creative industry to enhance its global competitiveness. This implies increased investment in technological innovation and cultural creativity, nurturing enterprises with core competitiveness and supporting their emergence on the global stage. Thirdly, cooperation and communication within the region should be strengthened to optimise the layout of the industrial chain, achieving collaborative development. Fourthly, reinforce policy support to provide robust guarantees for the creative industry. This includes increasing financial support, optimising policies and regulations, and offering preferential policies.

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