

**WHAT DO YOU MEAN, CREATIVE
ECONOMY?
– A CONCEPTUAL MAPPING FROM FIVE
FIELDS OF SCIENCE**

**Tomi Kallio, Taina Rajanti, Tarja Toikka,
Kirsi-Mari Vihermaa & Hanna Willner**

**Creative Leadership,
Pori University Consortium,
Turku school of economics &
University of art and design Helsinki**

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Finland Futures Academy



**Creativity studies from 1950's, Creativity as a
booster of business – Richard Florida & a
concept of creative class 2002**

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**Creative economy from point of
view of social theory**

"General Intellect"

From "intellect and knowledge objectified in machines" to general intellect as "live labour, objectified in the live bodies of the workers, in their linguistic cooperation, in their concrete capacity to act in mutual understanding". (Virno)

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**Creative economy from point of
view of social theory**

Cooperation and networks

- Today productivity, wealth and the creation of social surpluses take the form of cooperative interactivity through linguistic, communicative and affective networks."

FanLib vs fandom

- Fanfiction: fiction written on existing works, published on sites based on cooperative peer-to-peer networks and communities.
- FanLib: new business exploiting this creative force

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Creative economy from point of view of social theory

"Our social network is valued because it is a social network, not simply because it is associated with the production of product. This is what FanLib is not getting. Since in their world value is judged solely by the products produced, the idea that the social interactions themselves are highly valued in addition to the product is incomprehensible to them."

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Accounting & Creative Economy

- Accounting VS. creativity ?
- Innovations do happen also in financial accounting
- Knowledge capital, intellectual capital → according to these theories, investments into knowledge will improve the wealth of organizations
- Intangibles such as expert knowledge, know-how, R&D, learning, alliances, networks, knowledge creation and social innovations are more likely to enhance the firm value than the simple financial capital in the assets

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Accounting & Creative Economy

- Accounting system is about 500 years old → based on historical costs and transactions reporting
- The purpose of accounting, is to show a portray of a firm's incomes and its financial state in a realistic way
- The backward looking approach may lead to growing inaccuracies in the understanding of value creation
- The success stories of today's business life are not necessarily the ones creating more financial capital or real assets on the balance sheet, but the ones building up knowledge capital, resulting in high share values and finally in high intangible values of firms

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Marketing and Creative Economy

According to American Marketing Association's Dictionary of marketing terms

"Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders"

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Marketing and Creative Economy

- Just an idea isn't enough; it also needs to be successfully commercialized and transformed into business, e.g. product, brand or practice
- Industrial economy is making way to the creative economy and the world is transforming in to something new
 - * the key raw materials are knowledge and information
 - * the most valuable products are ideas and meanings that are produced by the imagination

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Marketing and Creative Economy

- * In creative economy old value chain models won't work
- * New ways to consider value chain are needed
- * Meaning of intellectual capital is increasing
- * Value of IPR is rising
- * New ways to create value to customers is needed

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Creative economy – Perspectives from management and organizational studies

- From the perspective of management and organizational studies, creative economy should not be just another universal trend that boosts "the rise of the creative class" or vice versa.
- Besides the challenges of managing highly educated professionals and knowledge intensive work, creative economy touches on the everyday challenges of managing and organizing "less innovative" organizations, such as factories, cleaning firms, and department stores.

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Creative economy – Perspectives from management and organizational studies

- Accordingly, should that be research centers, laboratories, factories, cleaning firms, or department stores, it is always possible to find social innovations that challenge the traditional ways of doing things.
- As it comes to the creative economy discourse, it is therefore the everyday creativity in everyday organizations that should be raised at the same level of importance with knowledge intensive work.

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Design Research

- What comes first – a product/ service idea or business idea?
 - Is this a egg / hen problem?
 - What is the role of design research in creative leadership?
- Why should business people work with artists, won't things get messy?

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Design Research

Designer's knowledge?

- Knowing by experience
- Knowing how to do, "know how"
- Conceptual, theoretical knowing

Design thinking happens in design process learning (therefore knowing) by doing, "minds on with hands on"

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