

7 precedent presents a challenge for researchers, educators and policymakers who want to not only know, but explain, and further, anticipate, what is going on, so that appropriate development and support mechanisms might be put in place.

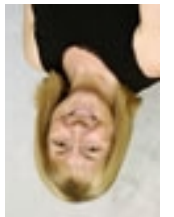
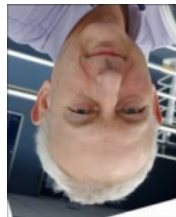
It's about

'Value Creation'
And
'Value Capture'

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and the techno-creative milieu. The Digital Economy has had a profound effect on the power base in the industry, as old business models have been swept aside – at times, before new revenue streams have been established. Thirdly, the creative industries have a distinctive character that challenges traditional models of research into business innovation and entrepreneurship. Unorthodox collaborations come together for the duration of a single project, then disband and form new partnerships for the next project. This diversity, fluidity, interconnectedness and potential range of novel combinations for which there may be currently no

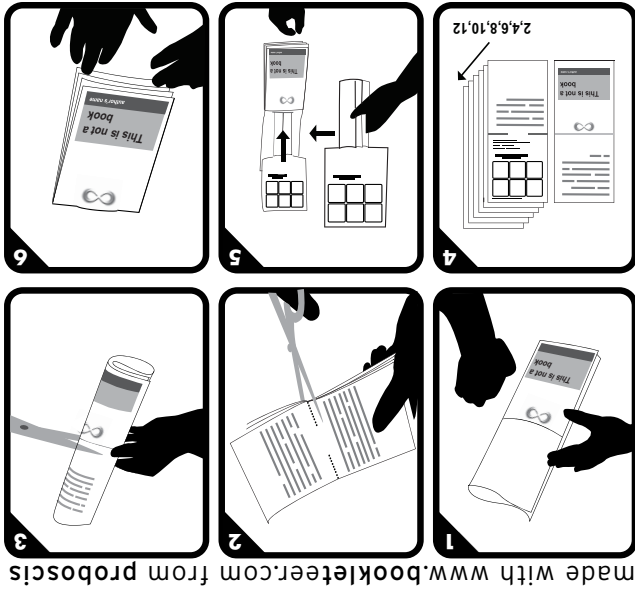
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Creative Methodologies for the Creative Industries

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*“For robust futures
 long lived companies
 need life”*

The secret to sustainability is *life*.
 People make a business alive.
 Living requires constant
 anticipation and adaptation.
 Had you ever wondered whether
 many of today's 'business model'
 businesses are actually living;
 growing, evolving, maturing, and
 becoming wiser?
 Evidence from the surprisingly few
 studies carried out on long-lived
 companies indicates that each
 evolves by creating knowledge in
 harmony with their changing
 environment, while managing risk.

We are Conceptual

Conversion of capitals, sequence
 and interplay over time...
 anticipation of value gives life...

Creative businesses must continue
 to evolve to create value.
 Successful evolution requires
 constant learning by everyone.
 People create knowledge to create
 value to create robust futures.

We are Analytical

...multiple values... multiple levels of analysis

We are Empirical

Inherent narration of values within system...

Artistic, creative, technical, societal, economic...

Significance and relative stability of ...emergents

At all times businesses remain sensitive to conditions, anticipating and recognising change and acting upon it.

- ≡ Experiments are encouraged, or tolerated, and learnt from;
- ≡ Identity and purpose are continuously refreshed to maintain value and meaning;
- ≡ Machines and efficient processes are used as tools by people, rather than the opposite;

We seek to identify causes outside the immediate gaze of value creation and value capture, which are of public and national interest.

Our research is qualitative, grounded in the study of actors involved in innovative projects, focussing on the artefacts, discourses and exchanges produced.

Secondly, developments in digital technology have stimulated new impetus for rapid change over the last decade, presenting unlimited possibilities for new resonances between social practices and values

What does this mean for the creative industries? Why is studying this sector different from other challenges? Firstly, the 'creative industries' are very diverse, spanning a range of interlocking industries, including arts, culture, heritage, media, gaming, performance and occasionally sports; the production of both (aesthetic) artefacts and also surrounding services must also be considered.