

Management Seminar

Seminar title: Managing cultural and creative industries in Taiwan

Date/Time: April 28, 2026, 1530 - 1700

Venue: Lecture Room 3, 3rd floor, Research Bldg.2

Seminar description:

The creative economy is a major driver of modern transformation, attracting a growing share of the world's intellectual and creative resources. As a leader in job creation and export earnings, Cultural and Creative Industries (CCIs) are essential to the global economy. This talk introduces global CCIs trends and innovative practices, with a focused exploration of Taiwan's industry landscape and the core principles of CCIs management.

Speaker: Associate Professor Yu-Chien Chang, National Chengchi University, Taiwan

Speaker bio: Yu-Chien Chang serves as an Associate Professor within the College of Commerce at National Chengchi University, Taiwan. She holds a Ph.D. in Marketing from King's College London. Her research expertise lies at the intersection of arts marketing, social innovation, and the management of cultural and creative sectors.

This will be a point seminar.