

Proposed Approach:

DESTINATION: INNOVATIVE RESEARCH on the EUROPEAN CULTURAL HERITAGE and the CULTURAL and CREATIVE INDUSTRIES

Calls: HORIZON-CL2-2021-HERITAGE-01-02: New ways of participatory management and sustainable financing of museums and other cultural institutions

I am interested in studying the digital transformation in the creative and cultural industries, and tourism & heritage including

- Policy, firm strategy, online platform ecosystem, adoption of technologies (AI, VR), motivations, barriers, market, business model, customers engagement/interaction,
- Able to do comparative studies of the equivalent in Asia – China, Japan, India
- Looking for Lead/Partners: Academics in Europe, cultural institutions, heritage & creative sector industry partners

Experience -What previous, relevant, work or track record to bring to the team?

- Extensive experience and publication in the subject matter and research methods
- Theoretical grounds in adoption & diffusion study, strategy, online/business/innovation ecosystem study, marketing, socio-technical transition
- Experience in running European project – Interreg
- Experience as PI in ESRC/AHRC funded project
- Extensive overseas network, especially Asia – China, Taiwan, Japan, India and South East Asia

Organisational Capabilities

We have a variety of expertise in innovation study, entrepreneurship research, technological transition, social network analysis, survey design, SEM modelling.

University

Administrative Information

Depend on the Call, will consider both Lead or partner role

Your contact details including:
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