**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 Experience**

- 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

**Administrative Information**

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

Your contact details including:

Associate Prof. Dr Jin H Chan

cj21@gre.ac.uk

London, United Kingdom