Application of multidimensional scaling on culture industry

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Abstract

Research on culture industry has increased noticeably in recent years. However, while some works are available on qualitative analysis, little information is available on quantitative analysis. Thus, this work used the multidimensional scaling to consider the characteristics of culture industry structure. Overall, the results showed that the industry structure closely related to the industry strength, and that the geography concentration closely related to the vertical disintegration. If focus on the explained variance of the core competitiveness of culture industry and use the agent variable of the added value and the export contribution, the average capital is over the other industry structure variables. Thus, this work suggests that the culture industry should move towards the high structure industry. In detail, enhance the average capital scale, and improve the industry cluster and the vertical disintegration. Moreover, learning the successful business model of multinational enterprises may help improve the global competitiveness of culture industry.

Keywords: Culture Industry, Industry Structure, Multidimensional Scaling

1. Introduction

In knowledge-based economy time, the culture represents the unique style in humanity art and life experience of various countries. However, how to extract new creativities from various cultures and further apply to product innovation will help every country improve the quality of life, employment opportunity, and economic development. World Bank’s report [37] noted that culture may provide every country with potential

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