

2019 International Conference on
Global Cultural and Creative Industries
全球文化创意产业合作与发展国际会议

2019全球文化创意产业合作与发展国际会议 ——产教融合与中国机遇

2019 International Conference on Global Cultural and Creative Industries
——Industry-Academy Cooperation and the Opportunities in China

Conference Handbook

2019年11月21日至24日 中国·上海

21 - 24 November 2019
Shanghai China



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY

ICC/ 上海交大-南加州大学文化创意产业学院
USC-SJTU Institute of Cultural and Creative Industry

感谢“上海交通大学人文社会科学高端学术会议”、
“上海交通大学研究生院交叉学科研究生学术论坛”、
“上海市教委新一轮文教结合三年行动计划”项目对本会议的资助

Conference Agenda

20 November 2019 (Wednesday)

Venue: Lobby of Hyatt Place Shanghai Hongqiao CBD (No. 9 Shenhong Road, Minhang District, Shanghai)

15:00-20:00 Conference Registration (Available 24 hours at the hotel)

21 November 2019 (Thursday)

Venue: Conference Room C0-02, 3rd Floor, Building C, National Exhibition Center

(Simultaneous Interpretation Services Provided)

Opening Ceremony of 2019 International Conference on Global Cultural and Creative Industries

11:30-13:00 Registration

13:30-16:30 Keynotes Speech

- **Industry-University Relations in Creative & Culture Industries: Strategic Priorities**

Keynote Speech by Ernest J. Wilson III

Member of the American Academy of Arts and Sciences

Former Dean of USC Annenberg School for Communication and Journalism from 2007 to 2017

- **Museum and Cultural and Creative Industry**

Keynote Speech by CHOU Kung-Shin

Former Director of the Taipei Palace Museum Chairman of Juming Museum

- **Aesthetic Evolution in the Age of Artificial Intelligence**

Keynote Speech by VICTORIAYUNG-CHIH LU

Professor, PhD Program of Creative Industry, Shih Chien University, Taipei

- **The New Realm of School-Enterprise Cooperation under the Guidance of 5G Era Values --Case Study of the Red Ship Image Project of Shanghai Jiao Tong University**

Keynote Speech by JIN Yuanpu

Distinguished Professor, School of Humanities, Shanghai Jiao Tong University

- **Digital Evolution of Cultural heritage**

Keynote Speech by FEI Jun

Professor, Digital Media Lab of China Central Academy of Fine Arts (CAFA)

- **The Automation and Datafication of the Cultural and Creative Industry**

Keynote Speech by Ang Peng Hwa

Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

Former President of the International Communication Association

- **Perspectives from a Global Marketer**

Keynote Speech by Ted Skidmore

Former Disney VP of Worldwide Research & Insights

22 November 2019 (Friday)

Venue: Jia Xue Room 7, Hyatt Place Shanghai Hongqiao CBD

(Simultaneous Interpretation Services Provided)

10:00-12:00 Visit to the Yangtze River Delta International Cultural Industry Expo

12:00-13:00 Luncheon: Da Hua Lang Room

13:30-18:00 Panel: International Cooperation and Industry-Academy Cooperation in
Global Cultural and Creative Industries

13:40-15:00 Panel 1: Digital Art in the New Era

Moderator: Sherwood HU

Distinguished Professor, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

Guest Speakers:

- **Sherwood HU**

Distinguished Professor, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

- **LIN Jiun-Ting**

New Media Artist

- **LI Deshun**

Ph.D., Fudan University, General Manager of Ali Entertainment of Shanghai

- **Geoffrey Alan Rhodes**

Chair of Art Department, Associate Professor, School of the Art Institute of Chicago

- **ZHOU Shuhua**

Professor, Leonard H. Goldenson Endowed Chair in Radio and Television, School of Journalism, University of Missouri

President of the Chinese Communication Association

15:00-16:20 Panel 2: Technology and Culture

Moderator: RUAN Xing

Dean of School of Design, Guangqi Chair Professor, Shanghai Jiao Tong University

Guest Speakers:

- **JIANG Peiyi**
Vice President of Himalaya FM Group
- **LIN Xun**
Dean of Art and Design School, Shanghai Institute of Technology
- **James C Oliverio**
Executive Director
Professor of Digital Arts & Sciences
Professor of Music
Digital Worlds Institute, University of Florida
- **RUAN Xing**
Dean of School of Design, Guangqi Chair Professor, Shanghai Jiao Tong University
- **XIE Jianming**
Vice President of Nanjing University of the Arts
Professor of Design Institute of Nanjing University of the Arts
Chief Expert of Jiangsu Literature and Art Industry Research Base

16:20-17:40 Panel 3: International Cooperation in Cultural and Creative Education

Moderator: ZHANG Weimin

Professor, Dean, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

Guest Speakers:

- **DING Keke**

Director, Vice President of Dobe Group

- **Paul McDonald**

Professor of Culture, Media and Creative Industries, Vice Dean (People and Planning) for Arts in the Faculty of Arts and Humanities, King's College London

- **Onye P Ozuzu**

Professor of Dance

Dean

University of Florida College of the Arts

- **SUN Jitao**

Experience Design Expert

Alibaba's New Retail Design Division

Bee-eye Senior Consultant

- **Ernest J. Wilson III**

Member of the American Academy of Arts and Sciences. Nominated by former President Bill Clinton to serve on the Corporation for Public Broadcasting's board (2000 to 2010), chairing it in 2010. Former Dean of USC Annenberg School for Communication and Journalism (2007 to 2017).

- **ZHANG Weimin**

Professor, Dean, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

18:00 The End

23 November 2019 (Saturday)

Venue: A7-A8 Building, Zizhu International Education Park, 155 Tanjiaotang Rd., Minhang District,
Shanghai

8:30-10:00 Chief Editor's Forum

(Simultaneous Interpretation Services Provided)

Topic: Publishing in International Journals

Time: 8:30-10:00

Venue: Room A07-200

Moderator: XUE Ke

Guest Speakers:

- Ang Peng Hwa

Chief Editor of Asian Journal of Communication,

Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University,
Singapore

Former President of the International Communication Association

- ZHOU Shuhua

Deputy Editor of Computer in Human Behaviors

Professor, Leonard H. Goldenson Endowed Chair in Radio and Television, School of Journalism, University of
Missouri

President of the Chinese Communication Association

- XUE Ke

Deputy Editor of Telematics and Informatics, Professor, Vice Dean, USC-SJTU Institute of Cultural and Creative
Industry, Shanghai Jiao Tong University

- Louisa HA

Chief Editor of Journalism and Mass Communication Quarterly

- LIU Peng

Chief Editor of Shanghai Journalism Review

- **SONG Junhua**

Director of China Intangible Cultural Heritage Research Center at Sun Yat-Sen University, Key Research Base of Humanities and Social Sciences of the Ministry of Education, Editor-in-Chief of Journal of Cultural Heritage

- **ZHANG Guotao**

Director of Editing Department of Modern Communication

10:00-12:00 Panels

Panel 1 Finance and Investment in the Cultural and Creative Industry

Panel 2 Film, Music, and More as Cultural Markets

Panel 3 Culture, Creativity, and Design

Panel 4 Case Studies of Cultural and Creative Industries

Panel 5 Traditional Culture, New Media, and Contemporary Art

Panel 6 Culture and Economy in the Information Society-Graduate Students

Panel 7 Digital Exploration and Inheritance of Intangible Heritage - Graduate Students

12:00-13:00 Luncheon

13:30-15:30 Panels

Panel 8 Education and Cultural and Creative Talent Training

Panel 9 Museums, Exhibitions, and Derivatives

Panel 10 Internet, Community, and User Research

Panel 11 Urban Culture and Competitiveness

Panel 12 Cultural Communication & Cross-border Integration of Culture and Creativity - Graduate Students

Panel 13 Content Production and Business Model Innovation of Film and Variety Shows -Graduate Students

Panel 14 Cultural and Creative Industry & Creative Space-Graduate Students

15:30-16:00 Closing Remarks & Awards Ceremony-A07-200

16:00-17:00 Art Valley Studio Show - ICCI Gallery, 1st Floor, A07

17:00-18:30 Farewell Reception - Basement Floor

PANEL SPEAKERS

Panel 1 Finance and Investment in the Cultural and Creative Industry

Time: 10:00-12:00, 23 November, 2019

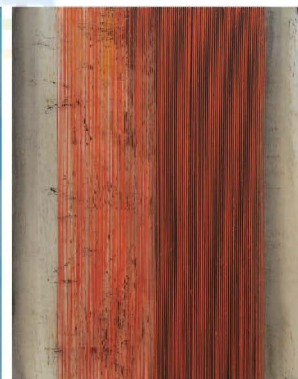
Venue: Room A07-400, Zizhu International Education Park,

155 Tanjiaatang Rd., Minhang District, Shanghai

Moderator: ZHANG Weimin 张伟民

Discussant: JIANG Jinzhang 姜进章

No.	Speaker	Affiliation	Title
1	Sunghan Ryu	Shanghai Jiao Tong University	Antecedents and Consequences of Contributors' Relationship Motivation in Reward-based Crowdfunding
2	FAN Cenjun 范岑君	Partner of Shanghai Ivy Capital	A View on Cultural and Creative Industry From the Perspective of Professional Equity Investment 从专业股权投资角度看文创产业
3	YANG Haizhong 杨海忠	Deputy General Manager of Shanghai Zizhu seedlings Equity Investment Fund Limited	"Scientific and Technological Innovation + Venture Investment" Empowers the Cultural Creative Industry “科技创新 + 风险投资” 赋能文创产业
4	LI Huaiyu 李怀宇	Chairman of StartHub Inc.	Will Netflix Make TV Media Another Nokia? 奈飞会让电视媒体进入诺基亚时刻吗?



Panel 2 Film, Music, and More as Cultural Markets

Time: 10:00-12:00, 23 November, 2019

Venue: Room A07-201, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: Sherwood HU 胡雪桦 Discussant: Sherwood HU 胡雪桦, Paul McDonald

No.	Speaker	Affiliation	Title
1	Mar Almeida	La Chancha Azul	Pop-Culture and Its Socio-Economic Impact Through Movies, Music and Advertisement, in Today's World
2	Jordan Robert Gamble	Shanghai Jiao Tong University	Consumption, Discovery and Payment: Investigating Consumer Behaviour Towards Music Streaming Services in China
3	HSIEH Ming- Hung 谢明宏 WU Chia- Ming 吴家铭	Shih Chien University	Creative Clusters in the Movie Industry: Social Network Implication
4	HSIEH Ming- Hung 谢明宏 TU Haoan 涂浩瀚	Shih Chien University	The Innovative Allocation Strategies for Chinese Film Investors—the Viewpoints of Social Network Theory 中国电影投资者的创新配置策略——社会网络理论观点
5	LIU Yong	Universiti Brunei Darussalam	3D or Not 3D, It's a Question, but More Like an Artistic Choice
6	Anubha Sarkar	Monash University	Bollywood's Global Affairs: the Cultural Industry and Soft Power
7	YU Li 余莉 HUANG Kanni 黄康妮	Shanghai Jiao Tong University	Do People Recover from Emotional Trauma? A Study of the Intimate Relationships in "Ex" Films? 情伤令人成长吗? ——“前任”电影的亲密关系模式研究

Panel 3 Culture, Creativity, and Design

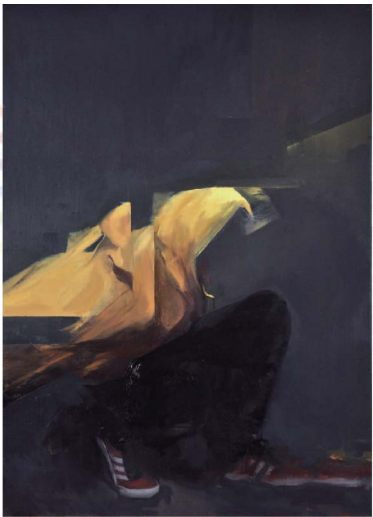
Time: 10:00-12:00, 23 November, 2019

Venue: Room A08-210, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: LI Xiaofang 李晓芳

Discussant: Geoffrey Alan Rhodes

No.	Speaker	Affiliation	Title
1	HUA Min 花敏	Imperial College of London	Combinational Pictorial Stimuli and Its CAD Application in Supporting Design Creativity
2	HU Wu 胡武	Shanghai Jiao Tong University	Socially Engaged Art and Its Impact on the Communities
3	WEI Shilei 卫诗磊	Beihang University	Take Animation Out of Movie, Take GIF Out of Animation--Group Research of 'FEI QI NA', An Image Archeological Cultural And Creative Brand 让动画离开电影，让 GIF 离开动画 ——影像考古型文创品牌 费那奇动画小组研究
4	ZENG Zhenwei 曾振伟	Jinan University	The Integration of Chinese Modern Life Aesthetics and World Commercial Culture 中国现代生活美学与世界商业文化的融合



Panel 4 Case Studies of Cultural and Creative Industries

Time: 10:00-12:00, 23 November, 2019

Venue: Room A07-200, Zizhu International Education Park, 155 Tanjiaotang Rd., Minhang District,
Shanghai

Moderator: WANG Wei 王维

Discussant: Ben Lee

No.	Speaker	Affiliation	Title
1	JIN Tao 金涛	Vice Chairman of Shanghai Shendi Cultural Development Institute	Fundamental of Creativity: Theme Interpretation of Disney--Analysis of Values Shaping In Tourism Resort Planning 创意之基：迪士尼的主题演绎 ——析旅游度假区规划中的价值观塑造
2	John William Mateer	University of York	Academic-Industry Collaboration for Commercial Film and Television Production: an Exploration of Case Studies
3	MA Ruiqing 马瑞青	Author of Producer to Producer: A Step-By-Step Guide to Low Budget Independent Film Producing Chinese Edition	Disruptive Innovation and Asymmetric Competition: New Competitive Landscape in the Film and Television Industry Chain as Netflix' s Strategy Shifts 破坏性创新与不对称竞争： 奈飞竞争战略变化而形成的产业链新格局
4	WU Fan 吴帆	Shanghai Jiao Tong University 上海交通大学	Repositioning Strategy of Traditional Brands in New Consumption Era 文化赋能消费升级与老字号品牌重塑战略 ——以上海豫园百年经典品牌为例
5	WANG Ningxin 王宁馨	King's College London	Fandom, Prosumer, and Participatory Culture -- an Ethnography of the First Idolized Musical
6	ZHONG Sheng 钟晟 GAO Tangxuan 高唐璇 MING Yan 明琰	Wuhan University	Research on Scenes Interactive Tourism Experience Model Based on Cultural IP Transformation —— Taking the "Holy Land Pilgrimage" Activity of the Japanese Animation Industry as an Example 基于文化 IP 转化的场景互动式旅游体验研究 ——以日本动漫产业“圣地巡礼”为例

Panel 5 Traditional Culture, New Media, and Contemporary Art

Time: 10:00-12:00, 23 November, 2019

Venue: Room A08-203, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: Titus Levi

Discussant: ZHOU Shuhua

No.	Speaker	Affiliation	Title
1	Gabriele Goretti CHEN Jin	Nanjing University	Crossing Design: DSCH Design Strategies Inspired by Cultural Heritage
2	DAI Yanliang 戴砚亮	Central University of Finance and Economics	Aesthetic Power of Digital Realm - Digital Cultural and Creative Design Experiment Based on Oriental Aesthetic Consciousness 数字境界美学力—基于 东方美学意识的数字文创设计实验
3	Bambang K. Prihandono F. Anita Herawati	Universitas Atma Jaya Yogyakarta	The Role of Intellectual Heritage in Development of Socio-Art Preneurship and Creative Economy
4	TANG Changqiao 唐昌乔	Guizhou University	Research on Brand Construction in Western Mountain Area Driven by Digital Culture and Crea-tion 数字文创驱动下的 西部山地区域品牌构建研究
5	WANG Bei 王蓓	Jiangsu University of Science and Technology	Preserving Intangible Cultural Heritage through Creative Industries: a Case Study of Chinese Guqin Societies

Panel 6 Culture and Economy in the Information Society-Graduate Students

Time: 10:00-12:00, 23 November, 2019

Venue: Room A08-206, Zizhu International Education Park, 155 Tanjia tang Rd., Minhang District,
Shanghai

Moderator: XU Zhixin 徐枝新

Discussant: Ang Peng Hwa

No.	Speaker	Affiliation	Title
1	DENG Yuan 邓源	Shanghai Jiao Tong University	The Image of Chinese People in American Films: Films Made between 1970 to 2018 中国人在美国电影中的形象：以 1970 年至 2018 年的电影为例
2	HE Lingxiao 何凌霄	Shanghai Jiao Tong University	Changes in Acculturation Strategies: Comparison Analysis of Flower Drum Song and M. Butterfly
3	Rhythy Quinn	Shanghai Jiao Tong University	The Impact of EDM: a study Investigating Electronic Dance Music' s Relevance in Music Education
4	WANG Xinyi 王心怡	Shanghai Jiao Tong University	The Determination of the Celebrity' s Endorsement Fee

Panel 7 Digital Exploration and Inheritance of Intangible Heritage - Graduate Students

Time: 10:00-12:00, 23 November, 2019

Venue: Room A08-207, Zizhu International Education Park, 155 Tanjiaotang Rd., Minhang District,
Shanghai

Moderator: XUE Ke 薛可 Discussant: XUE Ke 薛可, SONG Junhua 宋俊华

No.	Speaker	Affiliation	Title
1	CHEN Yulong 陈玉珑	Shanghai Jiao Tong University	The Academic Field Change of Intangible Cultural Heritage 非物质文化遗产学术场域 的知识图谱分析
2	CHEN Yulong 陈玉珑	Shanghai Jiao Tong University	The "Heart" and the "New" of Su Embroidery—Interview with Yingzi Zou , the Inheritor of the National Intangible Cultural Heritage of Zhenhu, Jiangsu 苏绣之“心”与苏绣之“新” ——江苏镇湖国家级非物质文化 遗产传承人邹英姿访谈录
3	DING Yi 丁祎	Shanghai Jiao Tong University	The Research on the Audience' s Cognition and Attitude to the Content of Suzhou Embroidery in TV Dramas: Taking Story of Yanxi Palace as an Example 观众对电视剧中苏绣内容的 认知与态度研究——以《延禧攻略》为例
4	LI Yifei 李亦飞	Shanghai Jiao Tong University	Research on the Digital Communication of Intangible Cultural Heritage in China: An Audience Perspective 数字时代下的中国非物质 文化遗产传播研究：基于受众视角
5	MENG Xiaoxiao 孟筱筱	Shanghai Jiao Tong University	Study on the Intangible Cultural Heritage in the Perspective of Cultural Sharing 文化共享视角下的“非遗”传播研究
6	YANG Chengcheng 杨程程	Shanghai Normal University	Analysis on the Model and Path of Chinese Intangible Cultural Heritage Anti-Poverty Project 创造性转化视角下 “非遗扶贫”项目模式探析

Luncheon

Time: 12:00-13:00

Venue: Basement Floor, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District, Shanghai

Panel 8 Education and Cultural and Creative Talent Training

Time: 13:30-15:30, 23 November, 2019

Venue: Room A07-400, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District, Shanghai

Moderator: ZHANG Weimin 张伟民

Discussant: Ernest J. Wilson III

No.	Speaker	Affiliation	Title
1	CHEN Jiyin 陈积银	Xi' an Jiaotong University	Innovation and Preservation; Journalism and Communication Education in the Age of Media — Based on the In-depth Interview with Elites in the Field 创新与守成：万物皆媒时代的 新闻传播教育——基于业界精英的深度访谈
2	CHUNG Hsiao-Ling 仲晓玲	Cheng Kung University	Nurturing Crossing-sector Brokering Talent for the Creative Ecosystem_A Critical Dialogue between Policy and Practice in Taiwan
3	Sabine Chrétien- Ichikawa	ESSCA School of Management	Educating Generation Z: Future Perspectives for the Creative Economy in China
4	Gabrielle Peterson	University of South Carolina	Performing Arts Education in the 21 st Century: The Need for Live Performance and Classical Performance Pedagogy
5	Nic Ularu	University of South Carolina, Columbia	The Technology Impact in International Teaching Models in Theatre, Film and Television
6	WANG Xin	University of Southern California	The Culture and Creative Industries: Speculations on the Local-Global Field of Communication

Panel 9 Museums, Exhibitions, and Derivatives

Time: 13:30-15:30, 23 November, 2019

Venue: Room A07-201, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: YU Gan

Discussant: YU Gan, Geoffrey Alan Rhodes

No.	Speaker	Affiliation	Title
1	Geoffrey Alan Rhodes	School of the Art Institute of Chicago	Collaborations between the Academy and History Museums to Produce Media for the Future, a Case Study: the Chicago 00 Project
2	CHANG Hung-Yu 张鸿俞	Guangdong-Taiwan College of Industrial Science & Technology, Dongguan University of Technology, Cheng Kung University	Exploring the Attractive Factors of Traveling with the Evaluation Grid Method (EGM) 应用评价构造法探讨旅行之魅力因子
3	WU Jiayu 吴佳珣	Shanghai Jiao Tong University	How Does Modern Museum Speak to You on the Social Media?
4	ZHAO Wei 赵蔚	Donghua University	From Museum Brand Community to Museum Brand Cluster in China 国内博物馆品牌社群 到品牌集群的建设与发展
5	ZHANG Xuanzhong 张选中	Northeast Normal University	Cooperation and Innovation of Ice Art and Cross-Culture--Take the Combination of 3d Intelligent Holographic Projection Technology and Ice Art as an Example 冰雪艺术与跨文化合作创新——以3d智 能全息投影技术与冰雪艺术的结合为例

Panel 10 Internet, Community, and User Research

Time: 13:30-15:30, 23 November, 2019

Venue: Room A07-200, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: XU Yi 徐祎

Discussant: Ang Peng Hwa

No.	Speaker	Affiliation	Title
1	Cornelia Bogen	Shanghai Jiao Tong University	Digital Humanities in Researching Cultural and Creative Industries – Potential and Challenges
2	Filippo Gilardi	University of Nottingham Ningbo China	Transmedia Storytelling in China: World-building, Audience Engagement, and Online Distribution
3	Celia Lam	University of Nottingham Ningbo China	Chinese Audience Engagement and User Created Content
4	REN Ruqin 任汝琴	University of Southern California	Facing Ethical Crisis of Celebrities: Self-Organized Responses from Fan Communities on Sina Weibo
5	XU Yi 徐祎	Shanghai Jiao Tong University	Tipping to Free-of-charge Services - Understanding Online Tipping Behavior by the Theory of Planned Behavior
6	XU Zibin 徐子彬	Shanghai Jiao Tong University	Platform Screening with Paid Inclusion
7	ZHAO Wei 赵蔚	Donghua University	Discussion on the Construction Mode of Cultural Creative Brand in Artificial Intelligent Age AI 智能时代创意品牌的构建模式探讨

Panel 11 Urban Culture and Competitiveness

Time: 13:30-15:30, 23 November, 2019

Venue: Room A08-203, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: WANG Wei 王维

Discussant: Tom Goodnight, XU Jian 徐剑

No.	Speaker	Affiliation	Title
1	CHEN Lu 陈璐	Shanghai University of Engineering Science	Regional Color Planning and Cultural and Creative Product Design 区域色彩规划与文创产品设计
2	FU Pengfei	Monash University	Maker Movement and Cultural and Creative Industries in China- a Convergence of Technological Innovation and Cultural Creativity
3	Gerald Thomas Goodnight ZHENG Lei 郑雷	University of Southern California	Wildfires as Wicked Problems: On Sustainable Communication
4	Karolina Pawlik	Shanghai Jiao Tong University	If We Don't Claim Shanghai's Design Heritage Now, Who Ever Will?
5	XU Jian 徐剑	Shanghai Jiao Tong University	Designing and Analyzing Indicators of International Cultural Metropolis 国际文化大都市指标设计及评价
6	XIONG Shuo 熊硕	Huazhong University of Science and Technology	City Image Promotion by Game Scenes and Skins Design

Panel 12 Cultural Communication & Cross-border Integration of Culture and Creativity -Graduate Students

Time: 13:30-15:30, 23 November, 2019

Venue: Room A08-206, Zizhu International Education Park, 155 Tanjiaatang Rd., Minhang District,
Shanghai

Moderator: ZHOU Shuhua

Discussant: ZHOU Shuhua, LIU Peng 刘鹏

No.	Speaker	Affiliation	Title
1	AN Dong 安冬	Shanghai Jiao Tong University	Investigation on the Practice and Influence of Magic Lantern Projectors and Films in 'Tou-Se-We', Shanghai 魔灯幻影：对上海土山湾幻灯实践与影响的考察
2	MA Qianqian 毛倩倩	Shanghai Jiao Tong University	"When Tradition Meets Creativity"—an Evaluation of the Development of Contemporary Chinese Culture in Western Academia “当传统遇见创意”——西方学界对中国当代文化发展的评价
3	XU Jingwei 徐竞伟	University of Shanghai for Science and Technology	Research on Social Network Relations and Opinion Leaders in Mobile Online Games —Take Mobile Game "Onmyoji" as an Example 移动游戏环境下的社交网络建构
4	ZHOU Sheng 周盛 ZHANG Fan 张帆	Shanghai Jiao Tong University	Study on the Function and Application Principle of Illustration in Chinese Cultural and Creative Design 插画艺术在文创设计中的价值与应用原则研究
5	WANG Dun 王顿	University of Shanghai for Science and Technology	Analysis of Chinese Online Literature Overseas Market Strategies From the Perspective of Cultural Discount: A Case Study of Webnovel 文化折扣背景下我国网络文学出海策略探析——以 Webnovel 为例
6	WANG Jiaxin 王佳欣	Shanghai Jiao Tong University	Economic Analysis on Self-media Platform Combating Piracy 自媒体平台治理盗版的决策分析
7	WEI Yuan 魏媛	Shanghai Jiao Tong University	A Brief Analysis of Life Spring and Alienation of Knowledge Payment 浅析知识付费的生命源泉与异化态势

Panel 13 Content Production and Business Model Innovation of Film and Variety Shows -Graduate Students

Time: 13:30-15:30, 23 November, 2019

Venue: Room A08-207, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District,
Shanghai

Moderator: LIANG Mo 梁莫

Discussant: Sherwood HU 胡雪桦

No.	Speaker	Affiliation	Title
1	FEI Kailan 费凯澜	Shanghai Jiao Tong University	Analysis of the Innovative Use of Traditional IP in the ACGN Market: Take the Animated Film "Ne Zha" as an Example 二次元市场中传统 IP 的 创新运用分析——以动画电影 《哪吒之魔童降世》为例
2	L●U Yiman 娄伊曼	Shanghai Jiao Tong University	The Problem of Audience Power in Reality Shows—— Taking "Flowers and Teenagers" as an Example 真人秀节目中的观众权力问题 ——以《花儿与少年》为例
3	S●NG Yanrui 宋炎睿	Shanghai Jiao Tong University	Release Schedule and Marketing Strategy of Chinese Films 中国电影的档期与营销
4	WAGN Rui 王睿	Shanghai Jiao Tong University	The Boundary between VR Movies and VR Games :on the Essence of Movies as an Independent Art in Virtual Reality 虚拟现实电影中与游戏的边界 ——兼论电影在 VR 中作为 独立艺术形式的内核
5	XU Huiying 徐慧颖	Shanghai Jiao Tong University	The Communication Analysis of "She-Variety" in SHE-ERA “她经济”时代下的 “她综艺”传播探析

Panel 14 Cultural and Creative Industry & Creative Space-Graduate Students

Time: 13:30-15:30, 23 November, 2019

Venue: Room A08-210, Zizhu International Education Park, 155 Tanjiaotang Rd., Minhang District, Shanghai

Moderator: Louisa HA 哈筱盈 Discussant: Louisa HA 哈筱盈, ZHANG Guotao 张国涛

No.	Speaker	Affiliation	Title
1	FENG Xiaotong 冯小桐	Communication University of China	Life Service + Creative Cultural Industry: A New Strategy for the Construction of County-level Convergence Media Center 生活服务 + 文化创意: 县级融媒体中心建设的新思路
2	LI Jinsha 李尽沙	Peking University	Creative Space Construction Strategy Based on Scenescapes Theory-- Taking SLmeet of Dongsi As an Example 基于场景理论的创意集聚空间 营造策略——以东四·共享际为例
3	LI Longfei 李龙飞	Shanghai Jiao Tong University	Evaluation of Cultural Going Out Effect ——An outlook Based on Cross- border M&A Performance of Cultural Enterprises (2008-2017) 文化企业跨境并购绩效影响因素实证研究 ——来自中国的经验证据 (2008-2017)
4	NING Chuanlin 宁传林 GAO Jialin 高家霖	City University of Hong Kong University of Shanghai for Science and Technology	Interaction Experience Application and Dissemination of Museum Exhibitions—Re-consideration and Re-innovation of Shanghai Natural History Museum 博物馆展陈中交互体验的运用与传播 ——对上海自然博物馆的重新思考与再创新
5	SUN Yilin 孙懿琳 ZHANG Fan 张帆	Shanghai Jiao Tong University	Design and Analysis of Cultural and Creative Products of Museums 博物馆文化创意产品的设计案例研究
6	YU Meng 于萌	Shanghai Jiao Tong University	Analysis on the Business Model Innovation Path of Physical Bookstore in the Context of Cultural and Creative Industry 文化创意产业背景下实体书店 商业模式创新路径探析

Closing Remarks & Awards Ceremony

Time: 15:30-16:00

Venue: Room A07-200, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District, Shanghai

Art Valley Studio Show

Time: 16:00-17:00

Venue: ICCI Gallery, 1st floor, A07, Zizhu International Education Park, 155 Tanjatang Rd., Minhang District, Shanghai

Farewell Reception

Time: 17:00-18:30

Venue: Basement Floor, Zizhu International Education Park, 155 Tanjatang Rd., Minhang Minhang District, Shanghai

7.Registration & Transportation Guide

1) Registration on 20 November 2019 (Wednesday) :

Time: 15:00-20:00, November 20, 2019 (extended to 11:30, November 21, 2019)

Location : Lobby of Hyatt Place Hotel (No. 9 Shenhong Road, Minhang District, Shanghai)

Transportation: hongqiao airport/high-speed railway station: walk (10 minutes)

Pudong airport: take a taxi or subway to hongqiao railway station and walk to destination

2) Conference Registration On November 21, 2019 (Thursday) :

Time: 11:30-13:00, November 21, 2019

Location: Conference Lecture Hall, 3rd Floor, Building C, National Exhibition Center, No.77 Laigang Road, Qingpu District, Shanghai

Transportation:

1) 12:00 to 13:15, shuttle buses to the venue every 20 minutes, pick up place at the hyatt place hotel;

2) 12:00, take the shuttle bus at the gate of Zizhu International Education Park, No. 155, Danjatang Road, Minhang District;

- 3) 12:00 take the shuttle bus at the Xuhui Campus of Shanghai Jiao Tong University;
- 4) Go by yourself: exit from the subway station at exit 4 and 5 of xujing east station and walk to the office building C; Please drive to the National Exhibition Center through gate 17.
- 5) 17:00 take shuttle bus from National Exhibition Center building C office to Hyatt Place/Zizhu International Education Park/Xuhui Campus

3) Visit The 2nd Yangtze River Delta International Cultural Industry Expo & Panel Conference On November 22nd, 2019 (Friday)

Time: 10:00-18:00

Location: Room B1 of Hyatt Place Hyatt Place In Hongqiao Business District

Transportation:

- 1) 9:00: Shuttle Bus from Zizhu International Education Park to National Exhibition Center Hall 7.2
- 2) 9:50: Shuttle Bus from Hyatt Place Hotel Shuttle Bus to National Exhibition Center Hall 7.2
- 3) 11:45: Shuttle bus from National Exhibition Center Hall 7.2 to Hyatt Place Hotel
- 4) 12:00: Shuttle bus from Zizhu International Education Park to Hyatt Place Hotel
- 5) 18:00: Shuttle bus from Hyatt Place Hotel to Zizhu International Education Park

4) Panel Conference 23 November,2019 (Saturday)

Time: 8:30-19:00, November 23rd

Location: Building A7-A8, Zizhu International Education Park, No. 155, Danjatang Road, Minhang District, Shanghai

Transportation:

- 1) 7:30: shuttle bus from Hyatt Place Hongqiao To Zizhu International Education Park
- 2) 7:30: shuttle bus from xuhui campus to Zizhu International Education Park
- 3) 19:00: shuttle bus from Zizhu International Education Park to Hyatt Hotel/xuhui campus

Questions and Contacts

Conference agenda: wu.hu@sjtu.edu.cn +86 17606814355 (HU Wu)

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