

2021全球文化创意产业合作与发展国际会议 ——文创发展与世界共享

2021 International Conference on Global Cultural and Creative Industries
——Development of Cultural and Creative Industries in the Shared World

Conference Handbook

2021年12月4日-5日 中国·上海
4-5 December, 2021
Shanghai CHINA



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



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



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Welcome

It is my great honor and pleasure to welcome you to the USC-SJTU Institute of Cultural and Creative Industry (ICCI), Shanghai Jiao Tong University for the 2021 International Conference on Global Cultural and Creative Industries.

Shanghai Jiao Tong University boasts a time-honored history of nurturing visionary and diligent scholars and students. Since its founding in 1896, SJTU has educated and encouraged numerous outstanding graduates who went on to serve in the public sector, industry, and academic field. All of them are known as much for their great accomplishments, as well as their characters.

As a leading university in China, SJTU is seeking new ways to make a greater contribution to our nation and the wellbeing of the humankind.

New communications technologies have opened new economic opportunities since the Gutenberg Press. Emerging technologies continue to surprise, delight, and challenge us.

Shanghai has long been and continues to be one of the major hubs of activity and innovation in communications technologies, and is poised to be one of the great centers for work in the cultural and creative industries. To realize its potential, it will focus and organize international efforts, such as this week's conference.

In the next two days I look forward to being surprised, delighted, and challenged by the research findings conferees will present, as well as the fruitful debates and dialogue that will arise from these presentations. I invite you to engage with, and enjoy the meeting of the minds during this conference. I invite you to enjoy your time at ICCI and in Shanghai during our most pleasant time of the year.


Prof. ZHANG Weimin

Dean

USC-SJTU Institute of Cultural and Creative Industry

Shanghai Jiao Tong University

About the Conference



Shanghai Jiao Tong University (SJTU) has a long history of involvement with global cultural and creative industries. The USC–SJTU Institute of Cultural and Creative Industry (hereinafter referred to as ICCI) of SJTU, is to host the “**2021 International Conference on Global Cooperation and Development of Cultural and Creative Industries.**” It will be held in Shanghai, December 4–5, 2021, with the theme of “Development of Cultural and Creative Industries in the Shared World.” ICCI invites domestic and international academic, industry, and policy-making experts to submit papers for and participate in the conference. Submissions selected by the conference’s academic committee — academic papers, industry reports, case studies — will be supported for publication in associated journals within and outside China, or will be published as formal conference proceedings. The event hopes to bring together scholars and industry practitioners from a wide variety of disciplines and interests, with a view of establishing common ground in order to compare, exchange, and develop new ways of researching, teaching, and working in the cultural and creative industries.



About Shanghai Jiao Tong University

Established in 1896 as Nan Yang College, Shanghai Jiao Tong University is one of the first national institutions of higher education in China. The name “Jiao Tong” comes from the book Yi Jing. Literally, “Jiao” means unite and “Tong” means harmony. In the book it says, when heaven and earth unite in deep harmony, peace and blessing descend upon all living things; when leaders and people unite and combine their influences, the nation enjoys universal flowering and prosperity.

With a history of more than 125 years, SJTU has grown with and shared weal and woe with the country. At present, it is implementing a grand blueprint for future development and determined to make continued efforts to build itself into a first class university in the world.

As of December 2020, SJTU has 33 schools/departments, 13 affiliated hospitals, 2 affiliated medical research institutes, 23 directly affiliated units and 5 directly affiliated enterprises, with 17,071 full-time undergraduates, 14,589 full-time master degree candidates, 9,903 full-time doctorate degree candidates, and 2,513 overseas students (among which 1,488 are postgraduates). SJTU faculty includes 3,307 full-time teachers (among which 1,083 are professors), 25 members of the Chinese Academy of Sciences, and 23 members of the Chinese Academy of Engineering. As a comprehensive university, SJTU offers 71 undergraduate programs covering 9 major disciplines: economics, law, literature, science, engineering, agriculture, medicine, management, and arts.

With profound cultural background, an age-old tradition on education, strenuous development history, and great achievements made since the reform and opening up, SJTU has attracted wide attention both inside and outside China. Carrying the mission of preserving cultural heritage, and seeking for the truth, bearing the responsibility of invigorating the Chinese nation and developing for the benefits of mankind, today this centennial university is sailing for the aim of becoming a comprehensive, research-oriented, and internationalized world-class university.

About ICC/



USC–SJTU Institute of Cultural and Creative Industry (ICC/) is jointly established by Shanghai Jiao Tong University (SJTU) and the University of Southern California (USC). With support from all aspects of the society, ICC/ aims to develop itself into a pilot of international collaboration in the field of cultural and creative industry. When culture leads, creativity triumphs. Located in the economic and financial center of China and taking the revitalization of the country and the nation as its own mission, Shanghai Jiao Tong University has cultivated numerous elites in politics, science, industries, and arts, and has made a great contribution to the country's economics, science and technology, arts, and health care since founded in 1896. There are a number of famous alumni such as Li Shutong (a master of culture and arts), Lu Yan (a Chinese Hollywood Actress), Hong Shen (a dramatist), and Zhu Qizhan (a famous painter). This manifests the great contribution SJTU has made to the culture and creative industry. The University of Southern California is located in Los Angeles, the cultural capital of the world. It has enjoyed a long-lasting high reputation for cultivating a large number of elites in the cultural and creative industry.

Founded in 2015, ICC/ is the outcome of the strong partnership between USC and SJTU that was forged more than a decade ago. ICC/ serves as a significant part of the global strategy of SJTU as well as a pilot of higher education reform and innovation. Taking creation, innovation, and entrepreneurship as its core, ICC/ is designed to foster interdisciplinary future industry leaders with creative spirit and thoughts that meet the needs of market and industry.



Conference Agenda

2021年12月4日
4 DECEMBER 2021

09:00–12:00

2021全球文化创意产业合作与发展国际会议开幕式 文创发展与世界共享

Opening Ceremony of 2021 International Conference on Global Cultural and Creative Industries

地点:上海市闵行区谈家塘路155号紫竹国际教育园区A10报告厅

Venue: Building A10, Zizhu International Education Park, No. 155 Tanjatang Road, Minhang District, Shanghai

► 腾讯会议号Online Meeting Room: 185629201 密码Password: 551566

09:00-09:10 主持致辞 Host

- 薛可 XUE Ke

上海交通大学上海交大-南加州大学文化创意产业学院副院长

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

09:10-09:20 开幕致辞 Opening Speech

- 王伟明 WANG Weiming

上海交通大学党委副书记、副校长

Deputy Secretary of the CPC SJTU Committee, Vice President of Shanghai Jiao Tong University

09:20-09:40 《文创融合创造美好生活》

Creating Wonderful Life by Integrating Culture with Creativity

- 孙若风 SUN Ruofeng

博士生导师, 全国旅游标准化技术委员会主任, 文化和旅游部科技教育司原司长

PhD Adviser, Director of National Technical Committee on the Standardization of Tourism, Former Director of the Department of Science, Technology and Education in the Ministry of Culture and Tourism of the People's Republic of China

09:40-09:50

- 张伟民 ZHANG Weimin

上海交通大学上海交大-南加州大学文化创意产业学院党总支书记兼院长

Secretary of Party General Branch, Dean of USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

主旨论坛 Keynote Speech

09:50-10:10 《民族文化的全球朝向:从短视频时代民族音乐视觉化转向谈起》

The Global Orientation of National Culture: The Visualization of National Music in the Short Video Era

- 段鹏 DUAN Peng

中国传媒大学党委常委、副校长

Standing Committee Member of the Party Committee and Vice president of Communication University of China

10:10-10:30 Creators. Collaborators. Communicators. Talent Development in the Age of "Meta"

- Willow BAY

美国南加州大学安纳伯格传媒与新闻学院院长

Dean and Walter Annenberg Chair in Communication, Annenberg School for Communication and Journalism, University of Southern California

10:30-10:50 《中国古代文物在当代的文创价值与实践》

The Cultural and Creative Value and Practice of Ancient Chinese Cultural Relics in the Contemporary Era

- 李仲谋 LI Zhongmou

世茂集团文化公司总裁, 曾任上海博物馆副馆长, 故宫博物院院长助理

President of Shimao Culture, Former Deputy Director of the Shanghai Museum, Director's Assistant of the Palace Museum.

10:50-11:10 Design Attributes and Affordances: Enabling Users

- 周树华 ZHOU Shuhua

美国密苏里大学新闻学院Leonard H. Goldenson讲席教授, 国际中华传播学会会长, 亚太传播联盟(ACPC)副主席

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

11:10-11:30 《让阅读更美好:二十四史书院的传统与未来》

Make Reading Better: The Tradition and Future of the Twenty-Four Histories Academy

- 胡梅林 HU Meilin

深圳华侨城文化集团有限公司党委书记、总经理

Secretary of the CPC Committee and General Manager of Oversea Chinese Town Culture Group

11:30-11:50 《文明对话视野下电影节发展新空间》

New Space for the Development of Film Festivals from the Perspective of Civilizations' Dialogue

- 胡智锋 HU Zhifeng

北京电影学院党委副书记、副校长

Deputy Secretary of the Party Committee and Vice President of Beijing Film Academy

12:00 Lunch Reception by Invitation Only 午餐

地点:上海市闵行区谈家塘路155号紫竹国际教育园A7-A8号楼

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

13:30-15:30 院长论坛 Forum of Deans

文化产业的学科定位与建设

Disciplinary Positioning and Construction of Cultural Industry

- 主持人Moderator: 熊澄宇 Xiong Chengyu & 张伟民 Zhang Weimin

按姓氏首写字母排序

- 傅才武 FU Caiwu

武汉大学国家文化发展研究院院长

Director of National Institute of Cultural Development in Wuhan University

- 胡晓阳 HU Xiaoyang

浙江传媒学院设计艺术学院院长

Dean of School of Design and Art, Communication University of Zhejiang

- 李麟学 LI Linxue

同济大学艺术与传媒学院院长

Dean of College of Arts & Media, Tongji University

- 王晨 WANG Chen

南京艺术学院文化产业学院院长

Dean of School of Cultural Industries, Nanjing University of the Arts

- 韦路 WEI Lu

浙江大学传媒与国际文化学院院长

Dean of College of Media and International Culture, Zhejiang University

- 魏鹏举 WEI Pengju

中央财经大学文化经济研究院院长

Director of Institute for Culture and Economy, Central University of Finance and Economics

- 向勇 XIANG Yong

北京大学文化产业研究院副院长

Vice Dean of the Institute for Cultural Industries, Peking University

- 熊澄宇 XIONG Chengyu

欧洲科学院外籍院士、文科资深教授、中国传媒大学文化产业管理学院院长、清华大学国家文化产业研究中心主任

Dean of School of Cultural Industries Management, Communication University of China, Director of National Research Center of Cultural Industries in Tsinghua University

- 严三九 YAN Sanjiu

上海大学新闻传播学院 院长

Dean of School of Journalism & Communication, Shanghai University

- 张洪生 ZHANG Hongsheng

中国传媒大学文化产业管理学院执行院长

Executive Dean of School of Cultural Industries Management, Communication University of China

- 张明新 ZHANG Mingxin

华中科技大学新闻与信息传播学院院长

Dean of School of Journalism & Information Communication, Huazhong University of Science and Technology

- 周建新 ZHOU Jianxin

深圳大学文化产业研究院院长

Director of Institute for Cultural Industries, Shenzhen University

- 曾繁文 ZENG Fanwen

中国人民大学文化产业研究院执行院长

Executive Director of Institute of Cultural Industries, Renmin University of China

- 薛可 XUE Ke

上海交通大学上海交大-南加州大学文化创意产业学院副院长

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

- 张伟民 ZHANG Weimin

上海交通大学上海交大-南加州大学文化创意产业学院院长

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

(以实际出席为准)



15:45–17:30 Forum of Chief Editors 主编论坛

▶ 线下会议室:A7-201

▶ 腾讯会议号Online Meeting Room: 792685403 ; 密码Password: 279562

主编面对面:主编眼中的好论文

Forum of Journal Editors: What makes a good paper

- 主持人Moderator: 薛可 XUE Ke

上海交大-南加州大学文化创意产业学院副院长

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

按姓氏首写字母排序

- 高建平 GAO Jianping
《科技进步与对策》副主编
Associate Editor of *Science & Technology Progress and Policy*
- 李晶 LI Jing
《编辑之友》副主编
Associate Editor of *Editorial Friend*
- 刘海龙 LIU Hailong
《国际新闻界》主编
Chief Editor of *Chinese Journal of Journalism & Communication*
- 刘鹏 LIU Peng
《新闻记者》主编
Chief Editor of *Shanghai Journalism Review*
- 宋俊华 SONG Junhua
《文化遗产》主编
Chief Editor of *Cultural Heritage*
- 隋岩 SUI Yan
《现代传播》主编
Chief Editor of Modern Communication(Journal of Communication University of China)
薛可 XUE Ke
- *Telematics and Informatics Report* 主编
Telematics and Informatics 副主编
Cheif Editor of *Telematics and Informatics Report*; Associate Editor of *Telematics and Informatics*
- 虞淑娟 YU Shujuan
《南京社会科学》副主编
Associate Editor of *Nanjing Journal of Social Sciences*



- 周树华 ZHOU Shuhua

Computers in Human Behavior 副主编

Associate Editor of *Computers in Human Behavior*

- 朱春阳 ZHU Chunyang

《新闻大学》常务副主编

复旦大学新闻学院教授、博士生导师

Professor, PhD Adviser, Associate Editor of *Journalism Research*

18:00 The End





5 DECEMBER 2021
2021年12月5日

地点：上海市闵行区谈家塘路155号紫竹国际教育园A7-A8号楼

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

分论坛一：文创产业与教育发展

Panel 1: Cultural and Creative Industry and Education Development

Time: 8:30-10:15 am, 5 December, 2021

Venue: Room A7-400

Tencent meeting room: 767745710 (password: 278313)

Moderator: 延雨 YAN Yu Discussants: 熊澄宇 XIONG Chengyu & 向勇 XIANG Yong

No.	Speaker	Affiliation	Title
1	包国强 BAO Guoqiang	上海大学 Shanghai University	《范式与演化：文创产业数字化的内在逻辑与演化运动》 Paradigm and Evolution: The Internal Logic and Evolutionary Movement of the Digitalization of the Cultural and Creative Industry
2	马健 MA Jian	西南民族大学 Southwest Minzu University	《文化产业管理专业的学科归属与专业设置》 Subject Affiliation and Specialty Setting of the Cultural Industry Management Major
3	龚彦方 GONG Yanfang	中山大学 Sun Yat-sen University	《三维结构与发生机制：新制度主义视域下的传媒政策演化路径研究》 Three-dimensional Structure and Generating Mechanism: A Study on the Evolution Path of Media Policy from the Perspective of New Institutionalism
4	刘素华 LIU Suhua	上海师范大学 Shanghai Normal University	《有效率的公平：文化供给中的政府与市场关系重构》 Efficient Fairness: Reconstruction of the Relationship between Government and Market in Cultural Supply
5	LIM Euna	南京大学 Nanjing University	《21世纪韩国高校文化艺术融合教育现状及其应用方案研究》 A Study on the Current Situation and Application Plan of Cultural and Artistic Fusion Education in Korean Universities in the 21st Century
6	李尚冉 LI Shangran	天津理工大学 Tianjin University of Technology	《“互联网+”时代下天津数字文化产业“走出去”路径研究》 Research on the "Going Global" Path of Tianjin's Digital Cultural Industry in the "Internet +" Era
7	沈丽 SHEN Li	香港中文大学 The Chinese University of Hong Kong	《“新国潮”的历史文化叙述：基于大国学、艺术史学和语文学的发思》 The Historical and Cultural Narrative of the "New National Tide": Thoughts based on Da Guoxue, Art History, and Chinese Literature

分论坛二：数字叙事与公共参与

Panel 2: Digital Storytelling and Public Participation

Time: 8:30-10:15 am, 5 December, 2021

Venue: Room A7-201

Tencent meeting room: 659485663 (password: 903406)

Moderator: 任汝琴 REN Ruqin Discussants: 顾江 GU Jiang & 姜进章 JIANG Jinzhang

No.	Speaker	Affiliation	Title
1	周凯 ZHOU Kai	南京大学 Nanjing University	《数字传播时代个人隐私保护对互联网广告产业发展影响的研究——以互联网广告标识 (IDFA) 规则变化为例》 Research on the Impact of Personal Privacy Protection on the Development of the Internet Advertising Industry in the Digital Communication Era: Taking the Change of IDFA Rules as an Example
2	任汝琴 REN Ruqin	上海交通大学 Shanghai Jiao Tong University	Social Bot Paradox in Knowledge Collaboration Communities
3	李鹏翔 LI Pengxiang	深圳大学 Shenzhen University	Participatory Audiences: The Convergence of Participatory Culture and Mobile Media in Produce 101 Franchise
4	吴格尔 WU Geer	上海交通大学 Shanghai Jiao Tong University	《一无所有的情感产销者：真人 CP 粉与资本的互动研究》 Emotional Producer and Seller with Nothing: A Study on the Interaction between Real CP Fans and Capital
5	杨儒 YANG Ru	香港中文大学 The Chinese University of Hong Kong	《数字化讲故事：数字技术提升文创力研究》 Digital Storytelling: The Research of Enhancing Cultural and Creative Power by Digital Technologies
6	陈炳宇 索士心 CHEN Bingyu & SUO Shixin	新加坡南洋理工大学 中国人民大学 Nanyang Technological University & Renmin University of China	《作为社会角色的机器：情绪识别类人工智能的社会性探究——以情绪类人工智能公司 Affectiva 为例》 The Machine as a Social Role: The Social Exploration of Emotion Recognition Artificial Intelligence——Take the Emotion Artificial Intelligence Company Affectiva as an Example
7	李亦飞 金涵青 LI Yifei & JIN Hanqing	上海交通大学 Shanghai Jiao Tong University	《公众对 AI 新闻主播观看意愿的影响因素研究》 Research on the Influencing Factors of the Public's Willingness to Watch AI News Anchors

分论坛三：数字科技与文娱创新

Panel 3: Digital Technology and Entertainment Creativity

Time: 8:30-10:15 am, 5 December, 2021

Venue: Room A8-206

Tencent meeting room: 485278480 (password: 345058)

Moderator: Sunghan RYU Discussants: Wen Shing HO & Titus LEVI

No.	Speaker	Affiliation	Title
1	Sunghan RYU	上海交通大学 Shanghai Jiao Tong University	New Business Models of Game Industry: From Pay-to-Win (P2W) to Play-to-Earn (P2E)
2	Seoyoun LEE, CHANG Young-hoon & LI Ping	北京理工大学 Beijing Insititute of Technology	Exploring the Creator Ecosystem in Metaverse: Cases of Roblox and Zepeto
3	GAO Xiang	上海商学院 Shanghai Business School	8BitDo: Forward With Nostalgia
4	CUI Bin	Shanghai Culture Assets and Equity Exchange	Credit Evaluation Service for Key Opinion Leaders
5	David Yip & MA Ruiqing	香港科技大学 上海交通大学 The Hong Kong University of Science and Technology & Shanghai Jiao Tong University	Visual Expressions in VP & XR
6	黄戈骏 HUANG Gejun	苏州大学 Soochow University	Platformizing Cultural Creativity: The Power Relation between Gaming Entrepreneurs and Digital Platform Providers in China

分论坛四:传统文脉与非遗传承

Panel 4: Traditional Cultural Context and Intangible Heritage

Time: 8:30-10:15 am, 5 December, 2021

Venue: Room A8-203

Tencent meeting room: 754725475 (password: 316229)

Moderator: 何佳 HE Jia Discussants: 邓元兵 DENG Yuanbing & 陈晔 CHEN Xi

No.	Speaker	Affiliation	Title
1	周爱华 ZHOU Aihua	上海意图工业设计有限公司 Shanghai Yitu Industry Design Ltd.Co	《非遗交互研究体系在蜀绣衣锦纹针法活态传承保护中的应用》 Practical Application of Intangible Cultural Heritage Interactive Research System in Sichuan Embroidery Live Heritage and Protection
2	袁宙飞 YUAN Zhoufei	山东大学 Shandong University	《融媒视阈下非遗的传播与创意衍生》 The Communication and Creative Derivative of Intangible Cultural Heritage from a Multimedia Perspective
3	应敏 YING Min	上海机场建设指挥部 Construction Commander Department, Shanghai Airport	《非遗赋能在江南土布活态传承中的多元化设计探索》 How to Inherit Local Cloth in Jiangnan Region with Intangible Cultural Heritage
4	YIN Yuan	帝国理工大学 Imperial College London	How Do Online Learning Platforms Affect the Protection of Intangible Cultural Heritage
5	鲁晓天 薛可 LU Xiaotian & XUE Ke	上海交通大学 Shanghai Jiao Tong University	《基于社交媒体的非物质文化遗产媒介形象研究——以“人民日报”、“人民网”微博为例》 Research on the Intangible Cultural Heritage Media Image on Social Media: Take China Daily and People.cn as an Example
6	MA Yue 马悦	上海交通大学 Shanghai Jiao Tong University	《文旅融合视域下非遗品牌塑造与活态传承研究——以中国木作文化为例》 Intangible Cultural Heritage Brand Making and live Inheriting from the Perspective of Culture-Tourism Integration: Set Chinese Wooden Crafts Culture as an Example
7	杨烁 YANG Shuo	北京语言大学 Beijing Language and Culture University	《文旅融合视角下非物质文化遗产与古村落旅游资源研究——以云南省澜沧县为例》 Research on Intangible Cultural Heritage and Ancient Village Travel Resources from the Perspective of Culture-Tourism Integration: Set Lancang County in Yunnan Province as an Example

分论坛五:智能设计与产业赋能

Panel 5: AI Design and Industry Application

Time: 8:30-10:15 am, 5 December, 2021

Venue: Room A8-105

Tencent meeting room: 440984590 (password: 998562)

Moderator: 花敏 HUA Min Discussants: 董占勋 DONG Zhanxun & 王资凯 WANG Zikai

No.	Speaker	Affiliation	Title
1	徐娟芳 XU Juanfang	江南大学 Jiangnan University	《服务设计：从工业时代到信息时代》 Service Design: From the Industrial Era to the Information Era
2	花敏 HUA Min	上海交通大学 Shanghai Jiao Tong University	Combinational Creativity and Computational Creativity
3	于钊 YU Zhao	上海交通大学 Shanghai Jiao Tong University	《智能设计时代下的文创产品设计》 Cultural and Creative Product Design in the Era of Intelligent Design
4	徐千善 XU Qianshan	上海交通大学 Shanghai Jiao Tong University	《易学、艺术与中医融合驱动的人工智能创新设计》 AI Innovative Design Driven by the Integration of Yi, Art and Traditional Chinese Medicine
5	沈沉、李笑雨、 柴方军 SHEN Chen, LI Xiao yu, & CHAI Fangjun	东华大学 上海鼎天时尚科技股份有限公司 Donghua University Shanghai Skytex Ltd.Co	《纺织品提花设计及文化创意》 Textile Jacquard Design and Cultural Creativity
6	李钰全 孙鉴昕 朱琳 SUN Jianxin	上海交通大学 Shanghai Jiao Tong University	《基于国货彩妆中民族元素的数字传播对中华民族形象认同影响效果研究》 A Study on the Effect of Digital Communication based on Ethnic Elements in National Makeup on Chinese National Image Identity
7	段滢静 DUAN Yingjing	江南大学 Jiangnan University	《基于 (AI) 情感分析的个性化艺术图像衍生品设计范式研究》 A Paradigm Study of Personalized Art Image Derivative Design based on (AI) Sentiment Analysis

分论坛六:智能互联与品牌创新

Panel 6: Intelligent Interconnection and Brand Innovation

Time: 10:30-12:15 am, 5 December, 2021

Venue: Room A7-400

Tencent meeting room: 767745710 (password: 278313)

Moderator: 吴帆 Faye WU Discussants: 包国强 BAO Guoqiang & 姜进章 JIANG Jinzhang

No.	Speaker	Affiliation	Title
1	孙佳妮 SUN Jiani	豫园商业集团 Yuyuan Business Group	《老牌焕新生——论品牌的可持续发展》 New Born of Traditional Brands: On the Sustainable Development of Brands
2	郭贞祎 GUO Zhenyi	上海交通大学 Shanghai Jiao Tong University	《语言游戏规则背景下博物馆“剧本杀”玩家身份与品牌建构迷思》 Myths about the Identity and Branding of Museum Players of Live Action Role Playing (LARP) Games in the Context of the Rules of the Language Game
3	吴帆 Faye WU	上海交通大学 Shanghai Jiao Tong University	《智能互联:传统美妆品牌与消费者数字化关系研究》 Smart + Connected: A Study of the Digital Relationship between Traditional Beauty Brands and Consumers
4	冯冉 FENG Ran	上海交通大学 Shanghai Jiao Tong University	Does Attitude towards Shopping Online Really Differ by Age? A Media Dependency Perspective Comparing Young Middle-aged and Old Chinese Consumers
5	狄丹 DI Dan	上海对外经贸大学 Shanghai University of International Business and Economics	《线下活动与品牌创新——以“哈利·波特”为例》 Offline Activities and Brand Innovation: Harry Potter as an Example

分论坛七: 社交媒体与网红经济

Panel 7: Social Media and the Wanghong Economy

Time: 10:30-12:15 am, 5 December, 2021

Venue: Room A7-201

Tencent meeting room: 659485663 (password: 903406)

Moderator: 徐枝新 XU Zhixin Discussants: 马健 MA Jian & 龚彦方 GONG Yanfang

No.	Speaker	Affiliation	Title
1	XU Deya, WU Fang, CHOY Christine & CUI Di	上海交通大学 Shanghai Jiao Tong University 香港恒生大学 The Hang Seng University of Hong Kong 复旦大学 Fudan University	Living the Fantasy on Xiaohongshu: Embodied Spatial Practices of Urban Lifestyles
2	LIN Jian	格罗林根大学 University of Groningen	Wanghong Economy and the Transformation of Chinese Rural Society
3	李林凤 LI Linfeng	湖南农业大学 Hunan Agricultural University	《网红经济下内容创业策略、合法性获取及成长路径——基于李子柒文创案例研究》 Content Entrepreneurship Strategies Legitimacy Acquisition and Growth Path under the Internet Celebrity Economy: A Case Study of Liziqi's Cultural Entrepreneurship
4	姜雨薇 JIANG Yuwei	华中师范大学 Central China Normal University	《情感治愈与社交打卡：“圣地巡礼”动漫旅游的特征及启示》 Emotional Healing and Social Punching: Characteristics and Inspiration of "Holy Land Tour" Animation Tourism
5	李思晨 薛可 LI Sichen & XUE Ke	上海交通大学 Shanghai Jiao Tong University	《重构共识：跨文化视域下对外传播的叙事认同研究》 Reconstructing Consensus: A Study of Narrative Identity in Foreign Communication in a Cross-Cultural Perspective
6	邓元兵 范又文 DENG Yuanbing & FAN Youwen	郑州大学 Zhengzhou University	《政务抖音号中的城市形象建构与传播——以省级行政中心的政务抖音号为例》 City Image Construction and Communication in Governmental Shakeout Numbers - An Example of City Governmental Shakeout Numbers in Provincial Administrative Centers
7	陈晔 侯瑞丹 CHEN Xi & HOU Ruidan	上海师范大学 Shanghai Normal University	《后疫情时代的国家人格化想象研究》 We-media Users' Personification Imagination of China in the Post-epidemic Era: A ZMET Research

分论坛八:网络视听与电影产业

Panel 8: Online Broadcasting and Movie Industry

Time: 10:30-12:15 am, 5 December, 2021

Venue: Room A8-206

Tencent meeting room: 485278480 (password: 345058)

Moderator: MA Ruiqing 马瑞青

Discussants: 周凯 ZHOU Kai & 陈晓达 CHEN Xiaoda & 吴飞跃 WU Feiyue

No.	Speaker	Affiliation	Title
1	马一川 MA Yichuan	武昌理工学院 Wuchang University of Technology	《“爆款”网剧的审美风格与美学机制研究》 Research on Aesthetic Style and Aesthetic Mechanism of “Bestselling” Internet Drama
2	李思晨 鲁晓天 LI Sichen & LU Xiaotian	上海交通大学 Shanghai Jiao Tong University	《基于人工智能算法的外交关系晴雨表——中美电影的中华文化符号使用对比分析》 Diplomatic Relations Barometer based on ARTIFICIAL Intelligence Algorithm: Comparative analysis on the Use of Chinese Cultural symbols in Chinese and American films
3	柴玥 刘博钰 马健力 CHAI Yue, LIU Boyu & MA Jianli	大连理工大学 Dalian University of Technology	《颠覆与重构：短视频视域下东北区域形象的建构及传播》 Subversion and Reconstruction: The Construction and Dissemination of the Image of Northeast China from the Perspective of Short Videos
4	陈莉娟 CHEN Lijuan	上海交通大学 Shanghai Jiao Tong University	《元宇宙中的数字记忆：未来虚拟纪录片的去媒介化与再媒介化》 Digital Memeory in Metaverse: The Demediation and Remediation of Virtual Documentary in Future
5	谢梦 XIE Meng	广州贝讯文化传播有限公司 Guangzhou Bei Xun Culture Communication Ltd. CO	《中国故事中的“科技牌”在数字化时代塑造国家形象视听上的可行性》 The Audio-visual Feasibility of the "Science and Technology Card" in the Chinese Story in Shaping the National Image in the Digital Age
6	郭慧琳 GUO Huilin	大连理工大学 Dalian University of Technology	《国家形象塑造中短视频应用研究——以孔子学院抖音账号为例》 Research on the Application of Short Videos in National Image Building: A Case study of Douyin Account of Confucius Institute
7	赵艾嘉 ZHAO Aijia	上海交通大学 Shanghai Jiao Tong University	《曲艺类非遗短视频的用户采纳研究——以抖音平台为例》 Research on User Adoption of Short Videos of Chinese Folk Art Forms Intangible Cultural Heritage: A case Study of Douyin Platform

分论坛九：展览叙事与艺术生产

Panel 9: Exhibition Storytelling and Art Production

Time: 10:30-12:15 am, 5 December, 2021

Venue: Room A8-203

Tencent meeting room: 754725475 (password: 316229)

Moderator: Ouchul HWANG Discussant: 刘素华 LIU Suhua & Travis JEPPESEN

No.	Speaker	Affiliation	Title
1	Geoffrey Alan RHODES	上海交通大学 Shanghai Jiao Tong University	VR Cycloramas Project: A series of Quick-iteration Virtual Reality Platforms for Art, Installation, and Experimentation
2	罗梦雨 肖剑 LUO Mengyu & XIAO Jian	上海理工大学 浙江大学 University of Shanghai for Science and Technology & Zhejiang University	《西方遗产的机构性管理——以上海交响乐博物馆为例》 Institutional Policing of Western Heritage: The case of Shanghai Symphony Museum
3	王向澄 WANG Xiangcheng	上海交通大学 Shanghai Jiao Tong University	《后疫情时代文化艺术展览对公民心理健康的影响效用研究——基于上海市 2020 年至 2021 年文化艺术展览观众的心理追踪》 The Impact of Cultural and Art Exhibitions on the Mental Health of Citizens in the Post-pandemic Era
4	Filippo GILARDI	宁波诺丁汉大学 University of Nottingham Ningbo China	Enhancing Museums Social Presence through Transmedia Storytelling: Memories Curation and Audience Engagement
5	陈鋆尧 CHEN Junyao	英国皇家艺术学院 Royal College of Art	《产业转型与策展思路介入的城市再生——以深圳大芬村为例》 Urban Regeneration with the Intervetion of Industrial Transformation and Curatorial Ideas: A Case Study of Dafen Village in Shenzhen
6	岳鸿雁 何佳 YUE Hongyan & HE Jia	上海交通大学 Shanghai Jiao Tong University	Boundary of Culture: The Cultural Translation and Interpretation in the Collaboration Mode between Sino-Foreign Museums and Art Galleries
7	许安琪 XU Anqi	西安建筑科技大学 Xi' an University of Architecture and Technology	《组态视角下文博资源转化效率提升路径研究——以陕西省为例》 A Study on the Influencing Factors of Public's Viewing Intention of AI News Anchors: Taking Shaanxi Province as an Example

分论坛十:文旅融合与数字体验

Panel 10: Culture-Tourism Integration and Digital Experience

Time: 10:30-12:15 am, 5 December, 2021

Venue: Room A8-105

Tencent meeting room: 440984590 (password: 998562)

Moderator: 徐祎 XU Yi Discussants: 花建 HUA Jian & 袁亮 YUAN Liang

No.	Speaker	Affiliation	Title
1	王玥 WANG Yue	上海音乐厅 Shanghai Concert Hall	《文旅融合背景下的驻场音乐演出模式研究》 Research on the Live Music Performance Mode against the Background of Culture-Tourism Inte- gration
2	冯一鸣 FENG Yiming	浙江大学 Zhejiang University	《文化产业的“神圣游程”体验模式——基于人类学 仪式理论的探讨》 Experience Mode of "Sacred Journey" in Cultural Industry: Based on Ritual Theory of Anthropology
3	骆梦柯 LUO Mengke	杭州师范大学 Hangzhou Normal University	《哪些因素影响了文化产业高质量发展? ——基于 浙江 11 市文化产业效率的实证检验》 What Factors Affect the High-quality Develop- ment of Cultural industry? -- Based on the Empiri- cal Test of Cultural Industry Efficiency in 11 Cities of Zhejiang Province
4	许智富 孙瑛霞 周子凝 XU Zhifu, SUN Yingxia & ZHOU Zining	集美大学 暨南大学 Jimei University & Jinan University	《基于企业识别系统构建乡村识别系统与乡村品牌 建设——以泉州市永春县柘山晚荔为例》 Construction of rural identification System and rural brand Construction based on enterprise Identification System: A case study of Hushan Wanli in Yongchun County, Quanzhou City
5	汪妍 WANG Yan	中南大学 Central South University	《数字文化旅游: 场景理论驱动下的现实特征及同 心圆模型》 Digital Cultural Tourism: Reality features and the Concentric Circle Model driven by the Theory of Scene
6	Sergei KHASIKOV	上海交通大学 Shanghai Jiao Tong University	Revitalizing Villages Using Creative Approach to Architectural Tools: Empirical Study of Dactories Designed by DnA in Songyang County of Zheji- ang Province

分论坛十一：研究生分论坛

Panel 11: Graduate Forum

Time: 8:30-11:00 am, 5 December, 2021

Venue: Room A8-107

Tencent meeting room: 212834004 (password: 485578)

Moderator: 梁莫 LIANG Mo Discussants: 李武 LI Wu & 王维 WANG Wei

No.	Speaker	Affiliation	Title
1	车学森 CHE Xuesen	香港中文大学 The Chinese University of Hong Kong	《新基建赋能：深圳文化创意产业园区转型发展策略研究》 New Infrastructure Empowerment: Research on the Transformation and Development Strategy of Shenzhen Cultural and Creative Industry Park
2	邓源 DENG Yuan	上海交通大学 Shanghai Jiao Tong University	《沪剧短视频对青年上海城市认同的影响》 The Influence of Short Videos of Shanghai Opera on the Urban Identity of Young People in Shanghai
3	刘艺璇 LIU Yixuan	上海交通大学 Shanghai Jiao Tong University	No More Border in Two Shifts: Mothers' Social Media Use for Parent-Teacher Communication
4	刘家臻 LIU Jiazhen	上海音乐学院 Shanghai Conservatory of Music	《古风音乐这一创新的音乐类型如何进行商业化》 How to Commercialize Gufeng music ?
5	刘雅倩 LIU Yaqian	江南大学 Jiangnan University	《面向儿童文化习得的交互式数字叙事方法研究》 Research on Interactive Digital Narrative Methods for Children's Cultural Acquisition
6	蒋敏 JIANG Min	安徽农业大学 Anhui Agricultural University	《茶文化创意产业：生成逻辑、业态分类与发展路径》 The Creative Industry of Tea Culture: Generation Logic, Business Type Classification, and Development Path
7	张天莹 ZHANG Tianying	北京航空航天大学 Beihang University	《插画在故宫文创产品中的应用研究》 Research on the Application of Illustrations in the Cultural and Creative Products of the Forbidden City
8	张欣慧 ZHANG Xinhui	郑州大学 Zhengzhou University	《后疫情时代文化传播新路径——“云游博物馆”的创新与启示》 The New Path of Cultural Transmission in the Post-pandemic Era: The Innovation and Enlightenment of "Cloud Museum"
9	汪启航 WANG Qihang	安徽大学 Anhui University	《考古学背景下的博物馆沉浸式体验研究》 Research on Museum Immersive Experience in the Context of Archaeology
10	赵诗颖 ZHAO Shiyang	上海交通大学 Shanghai Jiao Tong University	《国外媒体眼中的上海：国外主流新闻媒体报道中的上海城市形象变化特点研究》 Shanghai in the Eyes of Foreign Media: The Changing Characteristics of the Image of Shanghai in Overseas Mainstream Media

产业分论坛:金融思维解构传统与泛文化新经济现象

Special Panel: Financial Thinking in Tradition and Cultural Economy

Host: ICCI

The Cultural and Creative Industry Alumni Association of SAIF

Co-Organizer: Fintech Innovation Base of SAIF (Nanjiang Jiangbei New Area)

The M&A Professional Committee of International Financier Forum

Time: 9:30 am-12:00 pm, 5 December, 2021

Venue: Room A7-200

Tencent meeting room: 425329944 (password: 851304)

Moderator: 庞颜 PANG Yan Discussant: 张蕾 ZHANG Lei

No.	Speaker	Affiliation	Title
1	张伟民 ZHANG Weimin	上海交通大学 Shanghai Jiao Tong University	Remarks
2	张蕾 ZHANG Lei	上海交通大学SAIF文创协会执行会长 Executive Director of the Cultural and Creative Association of SAIF, Shanghai Jiao Tong University	Remarks
3	任蓓妮 REN Beini	聚誓科技（上海）有限公司创始人、CEO Founder and CEO of Jushi Technology	《5G 主应用—中低速自动驾驶下的泛文娱初探》 Application of 5G -a Preliminary Exploration of Pan-entertainment under Low- and Medium-speed Automatic Driving
4	胡捷 HU Jie	上海交通大学 Shanghai Jiao Tong University	《元宇宙时代的数字文化与数字金融》 Digital Culture and Digital Finance in the Meta-universe Era
5	王建郡 WANG Jianjun	泽海集团创始人、董事长 瀚德科技副董事长 Founder and President of Zehai Group Vice President of Hande Technology Company	《困境上市公司的拯救与破局》 Rescue and Breakthrough of Distressed Listed Companies
6	张道林 ZHANG Daolin	雅高东方文旅产业发展有限公司董事长 President of Yagao Oriental Culture and Tourism Development Company	《后疫情时代文旅产业发展思考》 Thoughts on the Development of Cultural Tourism Industry in the Post-pandemic Era



Closing Remarks & Awards Ceremony

闭幕仪式&颁奖典礼

Time: 12:15-12:45, 5 December, 2021

Venue: Room A7-200

Tencent meeting room: 414889030 (password: 833553)

优秀论文颁奖 Best Paper Awards

主持人 Moderator 王维 WANG Wei

颁奖人 Chair 薛可 XUE Ke

院长致辞 Closing Speech 张伟民 ZHANG Weimin

Farewell Reception

Time: 12:30-14:00 pm, 5 December, 2021

Venue: Cafeteria of Zizhu International Education Park



COVID-19 Prevention & Technology Guide

防疫和技术指南

疫情防控相关准备要求：

1. 为做好会议期间疫情防控工作，根据上海市疫情防控相关要求，请严格遵守疫情防控有关规定，及时如实报告个人健康状况，自觉接受疫情防控管理。
2. 参会人员请科学合理佩戴口罩，做好个人健康监测，如出现发热、乏力、咳嗽、咽痛、腹泻、呕吐等疑似症状，应立即向各分会场、分论坛相关负责人报告。
3. 参会代表到会应首先进行体温检测、健康码查验及签署疫情防控承诺书，无异常者持健康绿码方可办理签到、入住等手续。

Relevant preparation requirements for covid-19 prevention and control :

1. In order to facilitate covid-19 prevention and control during the meeting, in accordance with the relevant requirements of Shanghai covid-19 prevention and control, please strictly abide by the relevant regulations of covid-19 prevention and control, timely and truthfully report personal health conditions, and consciously accept covid-19 prevention and control management.
2. Participants are requested to wear masks scientifically and reasonably, and do a good job of personal health monitoring. If suspected symptoms such as fever, fatigue, cough, sore throat, diarrhea, vomiting, etc. occur, they should immediately report to the relevant person in charge of each sub-venue and sub-forum.
3. Participants should first perform temperature testing, health code inspection, and sign an epidemic prevention and control commitment letter. Those who have no abnormalities can sign in and check in with a healthy green code.

技术指南：

- 1) 视频或PPT演示时长控制在12分钟内。
- 2) 演讲语言：英文（若不能英文演讲，需演示英文PPT）。
- 3) 视频录制要求声画清晰，以MP4格式为佳。
- 4) 请将录制好的视频或PPT最晚于12月1日前传进邮箱：icci-conf@sjtu.edu.cn
- 5) 若PPT演示文稿不便公开，亦可自带电脑投屏。
- 6) 此次国际会议的线上部分将通过腾讯会议举办。您可以下载腾讯会议客户端（境外名称为“VooV Meeting”）进行参会（<https://meeting.tencent.com/>或<https://voovmeeting.com/>）。



The requirements for video recording and PPT are as follows:

- 1) The duration of video or PPT presentation is controlled within 12 minutes.
- 2) Speech language: English (If you cannot speak in English, you need to demonstrate English PPT).
- 3) Video recording requires clear sound and picture, preferably in MP4 format.
- 4) Please upload the recorded video or PPT to the mailbox: icci-conf@sjtu.edu.cn before December 1st at the latest
- 5) If the PPT presentation is inconvenient to make public, it can also be copied on-site with your laptop.
- 6) Access to the meeting will be better through the Tencent Meeting app (aka VooV Meeting outside China). Please consider downloading for use (at <https://meeting.tencent.com/> or <https://voovmeeting.com/>).

此次会议特别感谢所有志愿者和与会嘉宾, 感谢您的参与!
Special thanks to all the volunteers and participants!
Thank you for your participation!

全球文化创意产业合作与发展国际会议组委会

The Organization Committee of 2021 International Conference on Global Cultural and Creative Industries











2021 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



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