

Research of Innovation and Development Path of Urban Cultural and Creative Industry Models in the Digital Era

Limin Duan

School of Art and Design, Suzhou City University, Suzhou, 215104, Jiangsu, China

Jiao Zhu*

Department of Economics and Management, Hetao College, Bayannur 015000,
Inner Mongolia, China
zj577500102@163.com

Hongge Yu

School of Economic Management, Harbin University, Harbin 150086, Heilongjiang,
China

Ning Liu

School of Art and Design, Suzhou City University, Suzhou, 215104, Jiangsu, China

Di Zhang

School of Art and Design, Suzhou City University, Suzhou, 215104, Jiangsu, China
1209082@mail.dhu.edu.cn

Chao Zhang

Faculty of Art and Design, Anhui Institute of Information Technology, Wuhu
241199, Anhui, China

Le Su

Faculty of Art and Design, Anhui Institute of Information Technology, Wuhu
241199, Anhui, China

Abstract: Under the background of digitalization, cultural innovation industry has shown a new feature, namely economy, grid and so on. The development of the digital age has brought some opportunities to the development of the cultural entrepreneurship industry, but it has also brought some challenges to its development. This paper will sort out the relevant knowledge of the digital age and the urban cultural and creative industry, connect it with the development of the cultural and creative industry in Y City, find out some problems, and put forward some practical suggestions, so as to better promote the development of the urban cultural and creative industry and thus promote the economic development.

Keywords: Digital Age; Urban Culture; Creative Industries

1. INTRODUCTION

With the continuous development of society, people's science and technology are constantly being updated, especially entering a new stage of the "digital economy". The rapid development of digital technology has brought new changes and developments to the cultural and creative industry, but at the same time, the development of science and technology has led to the continuous emergence of contradictions in the cultural and creative industry. Therefore, only by clarifying the characteristics and problems in the construction of urban cultural industries, determining the correct path for the construction of urban cultural and creative industries, and promoting the healthy development of urban cultural and creative industries, can we better adapt to the people's needs for higher quality of life.

2. ANALYSIS OF THE CONNOTATION OF CULTURAL AND CREATIVE INDUSTRIES IN THE DIGITAL ERA AND CITIES

2.1. Analysis of the Connotation of the Digital Era

With the rapid development of science and technology, humanity has entered the "digital age". The new era of technology is the process of transforming all information technology into a complete information system. This is a revolution that combines old technology with new technology, allowing people to continuously improve their quality of life through modern technology. The concept of "digital age" comes from the "computer age" or "information technology age". Please refer to Figure 1. It is a new era, a changing society, a new era that reshapes people's values and moral concepts.

Nowadays, various companies and departments in society are utilizing modern technology to transform traditional technologies into digital technologies, thereby improving profits and work efficiency. With the rapid development of science and technology, the digital age has arrived. This has had a significant impact on our work methods, such as the processing of electronic documents and electronic conferences; The internet has also had a profound impact on our daily technology, such as online shopping, virtual reality games, and so on. In the digital age today, we can apply technology to make our work more convenient and efficient (Comunian & England, 2019).

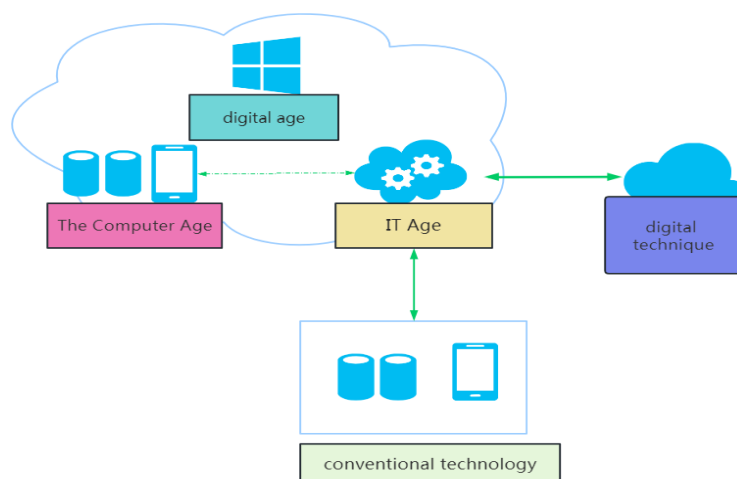


Figure 1: Concept Analysis of the Digital Age

The digital economy is the main content of the digital era, which uses digital technology and internet technology as new production factors to input society, thereby improving the production efficiency of various industries. The digital economy, as a new driving force, is having a huge impact on the development trend and pattern of the entire society. The development of the digital economy plays a crucial role in building a new development pattern and a modern economic system in China. After constructing the digital economy model, data has gradually become the main force driving the transformation of industrial structure and also the main production factor driving the transformation of industrial structure. With the continuous development of digital technology and the mutual penetration between culture and technology, the cultural industry also benefits from the innovation generated by digital technology, injecting vitality into the supply of high-quality cultural products and emerging cultural experiences. Supply side structural reforms and industrial transformation and upgrading have been carried out on the cultural industry, improving the quality and efficiency of the industry (Baraldi & Salone, 2022). Please refer to Figure 2.

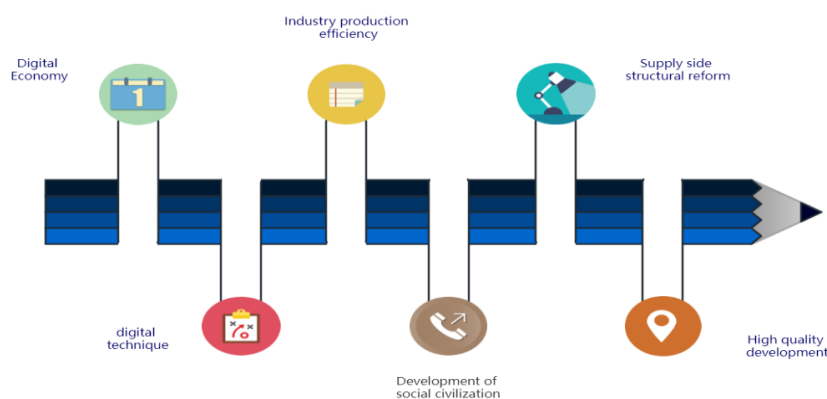


Figure 2: The Role of the Digital Economy

2.2. Introduction to Cultural and Creative Industries

The cultural and creative industry first emerged abroad. In 1998, foreign countries proposed the cultural and creative industry, defining it as an industry that utilizes individual creativity, skills, and talents, and has the potential to create more jobs and new wealth through the development or use of intellectual property rights. The cultural and creative industry involves the trading of cultural relics and artworks, design and publishing, television and advertising, computers and software, and architectural design. In 2006, foreign scholars pointed out that the cultural and creative industry is not just the sum of traditional cultural and artistic industries, but also needs to integrate services, culture, and creativity, emphasizing the strong industrial radiation and value-added effect of creative services. Starting from a new concept, we can divide the cultural and creative industry into three levels: art, culture, and creative services (Patel & Martin, 2018). Please refer to Figure 3.

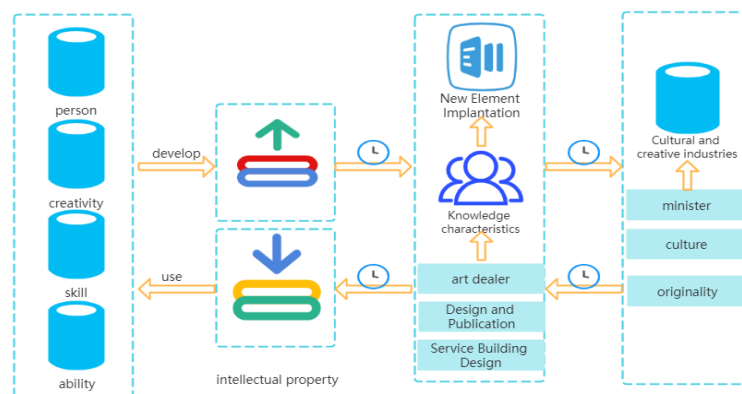


Figure 3: The Connotation of Cultural and Creative Industries

2.3. Analysis of Cultural and Creative Industries in the Digital Era

In the context of the digital economy, in addition to the production and dissemination of cultural goods, "creative knowledge" is also combined with digital technology, which not only greatly expands traditional industry but also opens up new development space for it (Murdeswar et al., 2019). This is not only a great expansion of traditional industries, but also opens up new development space for them. This change, on the one hand, refers to the dissemination and marketing of cultural and creative products through the Internet, and on the other hand, refers to the transformation of the composition and connotation of the cultural and creative industry through digital technology. In the digital age, cultural and creative industries also have other names, such as digital content industry, which is considered from the perspective of extending cultural and creative industries. According to UNESCO's definition of the cultural innovation

industry, it is a type of industry that engages in innovative activities based on high-tech (Benita, 2019). Chinese scholars define "digital innovation industry" as a cultural innovation industry, which is an activity and new technology based on cultural resources, utilizing modern digital technology and other technologies, driven by human and intellectual resources, and using digital and networked production methods to create, disseminate, and trade cultural value (Grodach et al., 2018). See Table 1.

Table 1: Analysis of Cultural Industry Connotation in the Digital Era by Different Students or Organizations

1	The United Nations		Emphasize the Combination of Creative Activities and High-Tech in the Cultural Industry
2	Domestic Scholar A	Utilizing Modern	Creating, Disseminating, and Trading Cultural Values Based on Cultural Resources.
3	Domestic Scholar B	Technology	an Industry that Creates and Disseminates Cultural Value Based on Creative Resources.
4	Other Scholars		The Dissemination of Cultural Values Through Modern Technology and Industrial Clusters.

2.4. Advantages of Cultural Innovation Industry Development

2.4.1. High Risk and High Benefits

Cultural and creative products have independent intellectual property rights, and their design and production largely rely on new ideas and technologies. This is not only a high value-added characteristic, but also a high-risk characteristic. A good idea, in order to gain customer recognition and high profits, must take great risks. If customers do not agree and the market response does not meet their expectations, it will cause huge losses. In addition, once innovative products are replicated, the risk will increase for the innovative enterprise to receive corresponding returns.

2.4.2 Low Energy Consumption, Relatively Clean

Cultural innovation is a new development model that focuses on culture, information, and education. In terms of development philosophy, the creative industry attaches great importance to the exploration and application of creativity and technology, which can not only promote innovation in the cultural industry, but also integrate with the development of the cultural industry in various aspects of industry design, production, and marketing services, achieving innovation and improvement. In this process, traditional cultural resources have been enriched and the cultural industry has extended outward, demonstrating a good cycle of sustainable development.

2.4.3 Wide Radiation Range and Fast Fusion

In the process of creative planning and marketing operations, the creative cultural industry will transform its cultural resources into operating funds. The cultural industry will not only achieve innovation, but also integrate with other industries for common development. This will effectively integrate technology, culture, products, and the market, and obtain higher quality cultural products. At the same time, it will better meet their service spirit needs, thereby promoting domestic demand for consumption.

3. CHARACTERISTICS OF THE DEVELOPMENT PROCESS OF URBAN CULTURAL INNOVATION INDUSTRY

In 2002, foreign researchers summarized seven characteristics of uncertainty in innovative industries (D'Amico et al., 2021). For the characteristics of urban cultural creative industry, many Chinese scholars hold a variety of views, some people put forward that urban cultural creative industry has multi-level, dynamic and personalized characteristics. However, with the advent of the digital age, the city's cultural and creative industries have also appeared some new characteristics. For example, the characteristic concepts of products such as "digitization", "circulation", "information", and "consumption". This paper analyzes the modern service industry from three aspects: industrial structure, industrial structure and industrial structure. See Figure 4.

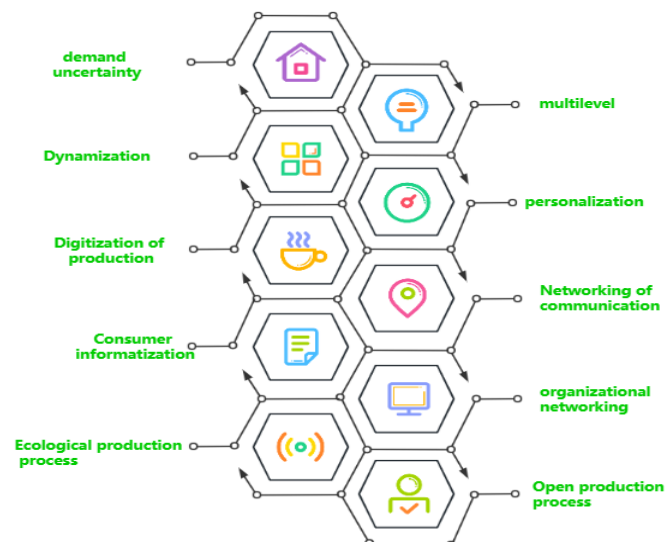


Figure 4: Characteristics of Urban Cultural and Creative Industries

3.1 Innovation

The cultural and creative industry refers to an industry that utilizes

modern technology to generate certain benefits from human ideas (Pagán et al., 2020). For example, the anime "Romance of Luo Xiaohei" utilizes computer technology to recreate ancient Chinese mythological stories, characters, etc., creating a brand new anime image that meets contemporary values. Please refer to Figure 5.

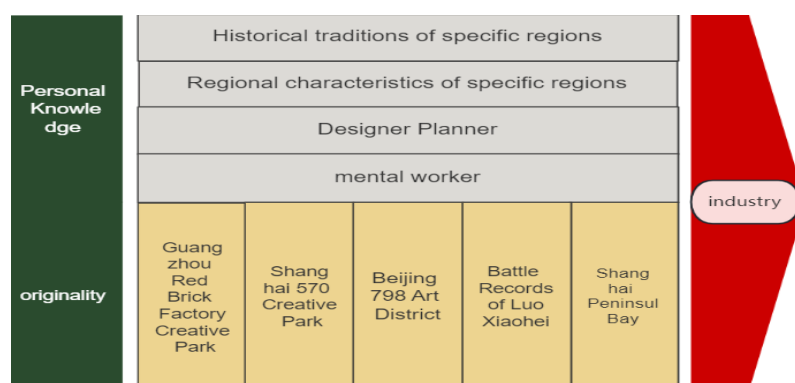


Figure 5: Innovation of Cultural and Creative Industries

It is obvious that the cultural and creative industry attracts the public through innovative features. It can conduct data mining on some countries and regions, and then use digital technology methods to lock in big data for creation, producing popular cultural and creative products and cultural services (Lee & Lee, 2019).

3.2 Economy

Economic growth has become a major issue in the field of urban economy, and the endogeneity of urban economic development is the internal driving force of urban economic development. The endogenous growth theory mainly emphasizes research and development innovation, thereby promoting economic growth (Domenech et al., 2022). Please refer to Figure 6. Internally, it is an innovation of knowledge and technology, and it is an endogenous factor of economic growth. Firstly, after the cultural and creative industry is recognized by the market, its costs will decrease, followed by an increase in profits. When it is invested and recognized by the market, its marginal cost will decrease, and its marginal income will also increase. Therefore, when the cultural and creative industry forms a certain scale, it will generate higher economic benefits. Secondly, the cultural and creative industry centered on creativity and innovation allows individuals to obtain higher economic benefits in this industry, and also allows more people to participate in the knowledge and intellectual activities of this industry throughout society. This can enhance the creativity of this industry, bring certain economies of scale to its development, and also create higher profits. Thirdly, the foundation of

digital technology is knowledge accumulation, which can be considered as a new type of technology, an endogenous factor in economic development, and a new driving force for economic development (Faraji et al., 2021). As shown in Table 2.

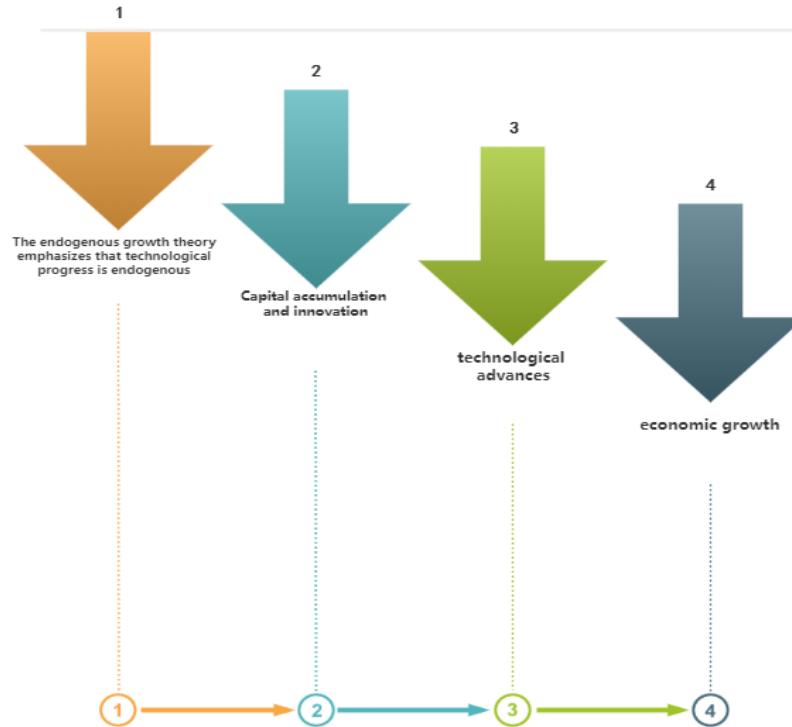


Figure 6: Endogenous Economic Growth Theory

Table 2: Cultural Creativity Promotes Economic Growth

Firstly	Economic Benefits can be Obtained after the Cultural Industry Forms a Scale
Second	Individual Gains Economic Benefits through Cultural and Creative Industries
Third	New Technology is the Engine of Economic Growth

3.3 Gridding

The academic community generally divides information transmission into three types: chain type, central type, and network type. As can be seen in Figure 7. In the industrial society, due to the unidirectional and centralized nature of information transmission, the connections between enterprises exhibit chain or central characteristics, and the connections between enterprises exhibit a top-down trend. After entering the digital age, with the continuous development of digital technology, especially the rapid development of media technologies such as the Internet and social networks, the dissemination of information has gradually shown a trend of networked development. Compared to traditional linked and centralized methods, it has more flexibility and is more adaptable to its environment.

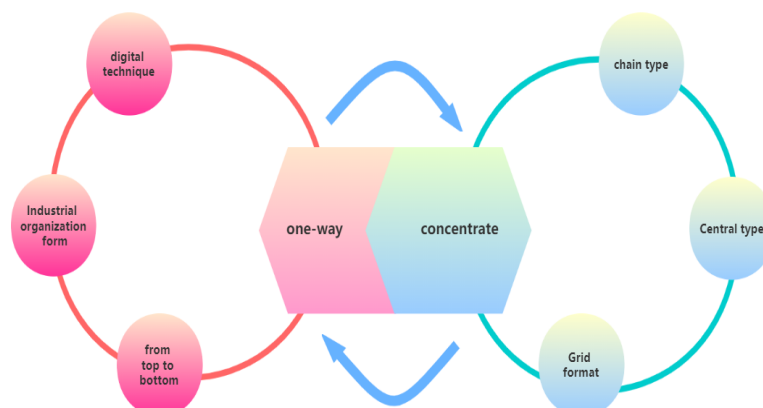


Figure 7: Information Transmission Method

On this basis, this article proposes a new concept based on networks and analyzes it (Nakhle & Harfouche, 2023). First, China's cultural and creative industry has the characteristics of "network", which is manifested as: the degree of integration between industries is deepening, and the boundary between industries is constantly clear; Through the analysis of its connotation, we can see the characteristics of its industrial integration. Second, this network architecture is also reflected in the various communication methods and means of cultural and creative industries. On this basis, the combination of digitalization, networking and information technology will explore a new road to development. Using digital technology to deeply understand the individual needs of customers, we can provide customers with different products or services, such as news push software, live broadcast software, etc. (Sax et al., 2019). Please refer to Figure 8.

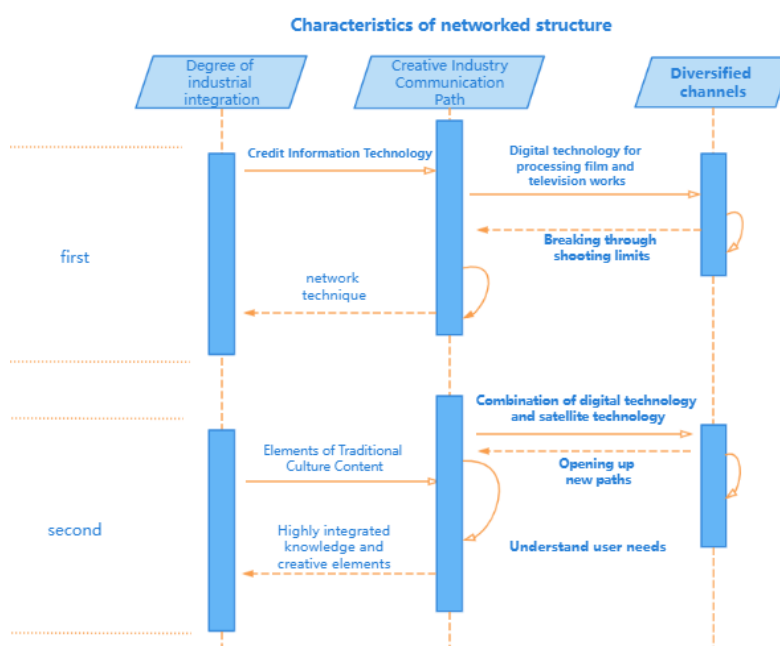


Figure 8: Network Structured Characteristics of Cultural and Creative Industries

4. EXPLORING THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES IN CITIES

Foreign scholars have proposed a system that can achieve competitive advantages for enterprises through production factors, demand conditions, related industries and industry support performance, enterprise strategies and structures, and competitors (Boafo et al., 2021). For the digital cultural innovation industry in Y city, there is currently a lack of corresponding policy support. Although Y city has released some documents on promoting the development of the cultural industry and improving its competitiveness, most of them are focused on promoting the integrated development of the cultural and tourism industry, cultivating it into a pillar industry with strong competitiveness (Wijngaarden et al., 2021). For example, in terms of project recruitment and cultivation, Y City has successfully held a series of cultural industry investment activities, including eight major cultural formats such as entertainment, leisure and vacation, and arts and crafts. However, for the core areas of digital cultural and creative industries, they are vague and do not provide sufficient support. This has had a direct impact on the attraction and cultivation of the digital culture and creative industry in Y city, resulting in a lack of internal driving force for its development, which has led to the scattered distribution and small scale of the digital culture and creative industry in Y city (Collins, 2020). Famous digital cultural and creative companies in the country are concentrated in first tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen, which requires further improvement in the competitiveness of Y city's digital cultural and creative companies. Their competitiveness still needs to be further improved. In one aspect, although Y City has a long history and rich culture, their overall strength is not strong, showing characteristics such as small quantity, small scale, low revenue, and weak influence. According to survey data, among all digital cultural and creative enterprises, large enterprises account for 0%, medium-sized enterprises account for 24.4%, and small and micro enterprises account for the main position. This indicates that the scale of digital cultural and creative enterprises in Y city is relatively small, and there are fewer influential enterprises. According to information provided within the province, in recent years, the new cultural industry revenue created by Y city has only 4.62 billion yuan, ranking tenth in the country; 211 new projects were added, with a per capita revenue area of only 22 million yuan per household, ranking 12th in the province and lacking sufficient competitiveness and influence. In addition, Y Company's core competitiveness in the digital culture and creative industry still needs to be

further improved. Although Y City has achieved significant development in cultural industries such as arts and crafts, news and publishing, and cultural tourism, there are still 62 industry subcategories vacant in Y City compared to the 156 categories of included humanities industries currently stipulated. In addition, among all designated cultural industry units, there are less than 10 units in 65 types of cultural and related industries, while there is only one enterprise in each of the 26 types of cultural industries. Among the 211 new companies added in 2021, 80 were related to the cultural core field, with revenue reaching 1.81 billion yuan. 131 companies were in the cultural related field, with revenue reaching 2.81 billion yuan. Compared to industries related to culture, there are significantly fewer companies and revenue within the industry. Please refer to Table 3. In fact, the digital culture and creative industry in Y city is still relatively backward in emerging digital culture industries such as digital publishing, creative design, short videos, cloud computing, blockchain, and metaverse. The strength of the digital culture and creative industry is relatively weak, and the core competitiveness still needs to be further improved (Nguyen et al., 2023).

Table 3: Recent Development Status of Cultural Industry in Y City

Cultural Enterprise Revenue	Tenth	4 Billion 620 Million
Average Household Size	Twelfth	22 Million Per Household

The digital cultural and creative industry in Y city clearly lacks creativity. Innovation is the core of cultural innovation, and innovation is the foundation for creating new products and markets. Some industry experts have proposed that in the context of the digital economy, cultural innovation may break away from the traditional primary industry and form a new, higher-level "fourth industry". The evaluations of these experts indicate that the cultural and creative industries in the future will have more development opportunities, and examining their development forms and trends in the digital economy environment is an issue of significant practical significance. Overall, the digital cultural and creative industry in Y city has significant shortcomings. For example, the traditional toy industry in Y city still focuses more on the application and production of traditional culture, and its products have a high degree of similarity and often encounter problems such as plagiarism and infringement. In fact, the main reason for the lack of cultural creativity in Y city is talent. Y city has not yet formed industrialization. It has 149 cultural museums, 529 cultural relics protection units, including 24 national level cultural relics protection units, which are strong evidence of Y City's rich historical resources. The Y Municipal Party Committee and Government are also very concerned

about urban culture, publishing a large number of books related to the city, and building cultural centers in multiple cities. Y City has rich cultural resources, but it has not fully developed its industrialization. Even the tourism industry, which Y City is proud of, had a production value of only 32.679 billion yuan in 2021. Therefore, the marketization level of Y City's digital cultural and creative industry is not high, which has caused great constraints on its development. As shown in Table 4.

Table 4: Y City Cultural and Creative Scale

Cultural And Museum Venues	149 Locations
Cultural Security Unit	529 Locations
Economic Output Value	32 Billion 679 Million

5. A PRELIMINARY STUDY ON THE DEVELOPMENT OF URBAN CULTURAL AND CREATIVE INDUSTRIES IN THE CURRENT DIGITAL ERA

Now, in the context of digitalization, China's urban cultural and creative industries have begun to take shape and have strong international competitiveness. However, there are still many problems in the development of the industry at present (Bello et al., 2022).

5.1 Strengthen the Protection of Rights

In this paper, two major problems existing in our country are analyzed and their existing problems are discussed. First of all, the concept of intellectual property protection of enterprises is relatively weak, which is reflected in the concern about their own problems and the lack of effective maintenance of their intellectual property rights. Therefore, in the fields of film and television, music and publishing, there is a lot of piracy. In our cultural and creative industries, we should refer to the relevant legislation of advanced countries such as Europe and the United States, for example, refer to foreign judicial precedents, so as to avoid this practice being used by other enterprises. For China's cultural innovation industry, we should determine the best way to protect it according to our own specific conditions. Second, copyright law is only valid for text, but its advantage is that its protection method is relatively simple. The patent law provides comprehensive protection for creative thinking and creative thinking, but there are certain limitations. Trademark rights can protect the rights and interests of trademark holders to avoid counterfeiting, and the most effective way is generally to cooperate with the protection of patent law, so that an innovative product occupies a legitimate competitive position in the

market (Darchen & Simon, 2022). Please refer to table 5.

Table 5: Loopholes in Rights Protection

Firstly	Weak Awareness of Intellectual Property Protection	Performance: Cultural and Creative Enterprises Lack Attention to Intellectual Property Issues
Second	The Scope of Copyright Law is Small	Limitation: High Protection Threshold

5.2 Cultivate Innovative Talents and Improve the Management System

Only talents with "creativity" can achieve "innovation". Therefore, talents with "creativity" are the core elements of an enterprise's core competitiveness. Compared with the development level of foreign countries, our cultural and creative industry is still in a backward state. If we want to occupy a place internationally, we must have a group of innovative talents with international perspectives and innovative ideas. As shown in Figure 9. Firstly, integrate resources from production, education, and research, establish a cultural innovation professional talent training base, and cultivate a group of high-quality professional and technical personnel from school education and training, enterprise internship training, and other aspects. Secondly, increase funding for the cultivation of innovative talents, carry out employment, entrepreneurship, investment, finance and other work for innovative talents, and attract more high-level talents to enter. Thirdly, a scientific talent training system should be established to effectively motivate creative talents. Create a space conducive to innovative work and survival, in order to attract and retain innovative talents, and promote the overall development of the innovation industry.

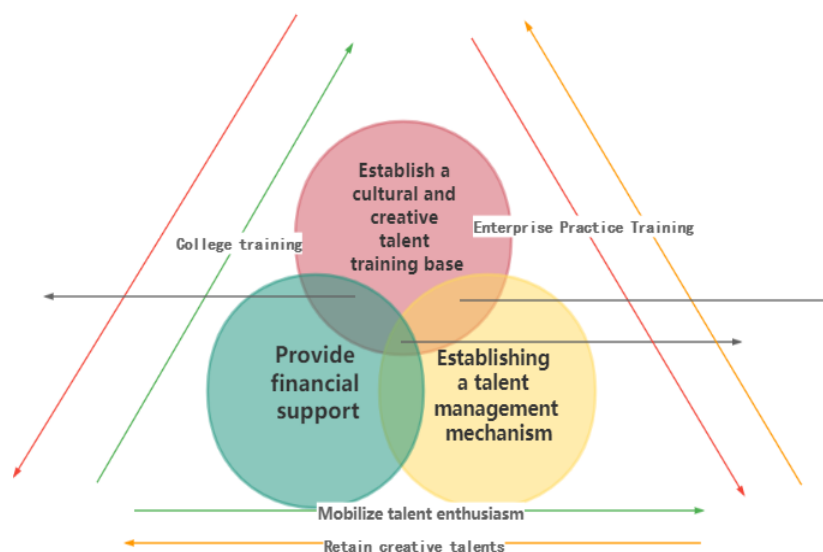


Figure 9: Cultivation of Creative Talent System

5.3 Improving Policies and Management Mechanisms for Cultural and Creative Industries

With the continuous progress of China's economy and society, the cultural and creative industries in China are also continuously developing in depth. Industrial policy is the main way for the country to lead the development direction of industries, improve industrial competitiveness, and achieve economic growth. As can be seen in Figure 10. Firstly, through research, the development pattern and geographical distribution of China's cultural innovation industry can be studied from a macro perspective, and relevant policies can be formulated and improved. The second is to scientifically plan the space for industrial development, providing guidance for industrial development, and selecting specific engineering sites on corresponding industrial bases. Thirdly, establish a public service platform to enable enterprises to timely obtain relevant preferential policies and support from the country, in order to effectively reduce the operating costs of enterprises and enhance the comprehensive competitiveness of the region. Fourthly, a cultural and creative industry management agency has been established to promote the development of the entire industry, ensuring collaboration among different departments, and uniting schools, research institutions, and enterprises to promote the development of this industry. Fifth, Improve the investment mechanism of the industry through external funds to further promote its development. Please refer to Figure 10.

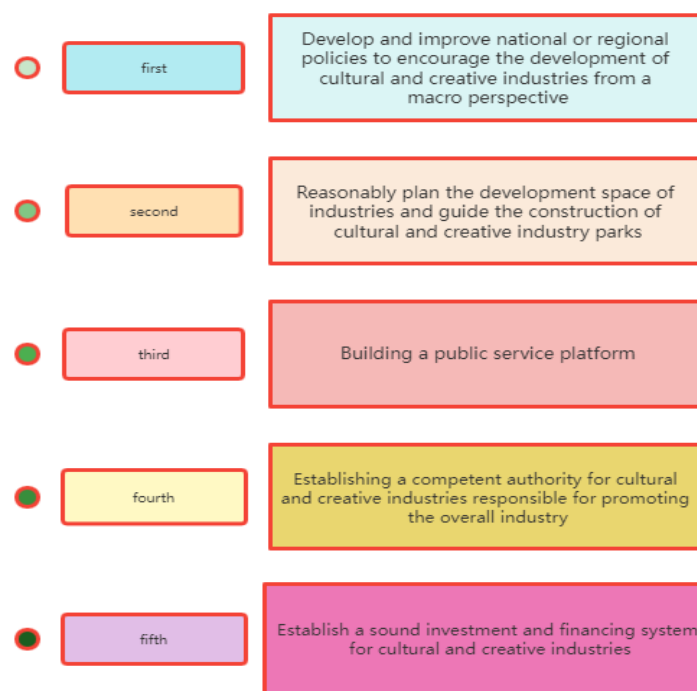


Figure 10: Policies for Cultural and Creative Industries

5.4 Expand Thinking and open up the Cultural Industry

Now that we have seen the advantages brought by the open policy, we need to pay more attention to urban policy guidance. Firstly, for cultural and creative enterprises in the digital era, we need to strengthen the training of their employees, establish international cultural and creative brands for Chinese local enterprises, and thereby enhance the global influence and competitiveness of China's cultural and creative industry. Secondly, we need to improve the system of communication and exchange with foreign countries, establish a platform for communication and exchange, and enable our cultural and innovative companies to go abroad.

5.5 Develop Cultural and Creative Industries that are Suitable for the Market, and Guide the Production of Products that Consumers Like

The development of the cultural industry and undertakings are interrelated, but also distinct from each other. The cultural industry must enter the market and pay attention to the interests of the enterprise itself, otherwise it will be difficult for it to develop for a long time. To be market-oriented, it is necessary for a company to have the autonomy to research the market and meet market demands, without being influenced by any consciousness, concept, or will. Therefore, it is necessary to consider the efficiency of input and output, and adhere to the fundamental idea of minimizing costs and maximizing benefits in enterprise management. Although China's cultural industry has begun to flourish, it has not yet fully become a mature market. Although it can also be said that they are market-oriented, they do not follow the market as a standard from production to marketing, only guided by tasks, so they cannot be market entities that develop and influence the market. Without truly market-oriented decision-making, there is no market concept for a company's operational mechanism, and it is impossible to study the market to the fullest extent and deeply understand consumers. Therefore, it is difficult to produce brand products that are favored by the market and consumers. Therefore, in order to accelerate the development of China's urban cultural innovation industry, it is necessary to further clarify various types of relationships and promote their entry into the market while deepening cultural system reform.

Under the premise of delegating power to introduce large enterprises, we will vigorously support and cultivate a group of small and medium-sized enterprises, fully mobilize various development forces in Chengdu, fully utilize our own advantages, and jointly promote development.

International successful practices have shown that the development of a country's cultural industry cannot be limited to regional consumption alone. To make the international market a development goal, it is necessary to have an international perspective in the production of products in urban cultural industries. That is to integrate more technological content into it, guided by international trends, and conduct in-depth research on the market for cultural consumption, in order to provide cultural products that meet the needs of cultural consumption in the world. It is a good idea to promote the mascot as a city image internationally. Therefore, in the development process of China's cultural industry, there should be such thinking and understanding.

6. CONCLUSION

With the advent of the digital age, the urban cultural and creative industry has ushered in new development and transformation. The development of urban cultural industry can add bricks and tiles to the economic benefits of the city, thereby promoting the cultural revival of the city. This article explores the comprehensive relationship between the digital age and urban cultural and creative industries, explores the problems that arise during their development, and proposes suggestions to strengthen the protection of intellectual property rights and improve the talent management system, in order to promote the development of urban cultural industries in the digital age and enhance economic benefits.

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