

The International Symposium on Creativity, Culture and Related Industries: Implication for Greater China Region

「創意、文化及產業：對大中華地區的意義」

國際研討會

The Hong Kong Institute of Education

香港教育學院

Symposium Programme 研討會程序

8 June 2012 (Friday) 2012年6月8日(星期五)

Time (時間)	Programme (程序)	Venue (地點)
08:30 – 09:00	Registration (大會登記)	Conference Centre 會議中心(E-P-01)
09:00 – 09:30	Opening Ceremony (開幕典禮)	Conference Centre 會議中心(E-P-01)
9:30 – 11:00	Plenary Session 1 (全體環節 1)	Conference Centre 會議中心(E-P-01)
11:00 – 11:15	Morning Tea Break (茶點招待)	Conference Centre 會議中心(E-P-01)
11:15 – 12:45	Parallel Session 1 (分組環節 1)	Room 1-2 1-2 號室
12:45 – 13:45	Lunch (午膳) (For Presenters only 只供講者嘉賓適用)	Conference Centre 會議中心(E-P-01)
13:45 – 15:15	Parallel Session 2 (分組環節 2)	Room 1-2 1-2 號室
15:15 – 15:30	Afternoon Tea Break (茶點招待)	Conference Centre 會議中心(E-P-01)
15:30 – 17:00	Parallel Session 3 (分組環節 3)	Room 1-3 1-3 號室
17:00 – 18:30	Plenary Session 2 (全體環節 2)	Conference Centre 會議中心(E-P-01)
19:00 – 21:00	Dinner (大會晚宴) (For Presenters only 只供講者嘉賓適用)	Regal Riverside Hotel 沙田麗豪酒店

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08:30 – 09:00	Registration (大會登記)	Conference Centre 會議中心(E-P-01)
09:00 – 09:30	<p>Opening Ceremony (開幕典禮)</p> <p>Opening Remarks by Prof. Mok Ka Ho, The Hong Kong Institute of Education 香港教育學院莫家豪教授致辭</p> <p>Guests of Honour (主禮嘉賓)</p> <p>Mr. Michael LYNCH, CBE, AM, Chief Executive Officer, West Kowloon Cultural District Authority (To be confirmed 待定)</p> <p>Ms. Ada WONG JP, Hong Kong Institute of Contemporary Culture 黃英琦太平紳士 香港當代文化中心 (To be confirmed 待定)</p> <p>Souvenir Presentation 致送紀念品</p>	Conference Centre 會議中心(E-P-01)
09:30 – 11:00	<p>Plenary Session 1 (全體環節 1)</p> <p>Challenges and Prospects of Cultural and Creative Industries 創意文化產業的挑戰與前景</p> <p>Mr. Michael LYNCH, CBE, AM (HK) Chief Executive Officer, West Kowloon Cultural District Authority (To be confirmed 待定)</p> <p>發展文化創意產業對大中華地區的意義 厲無畏教授 上海應用技術學院名譽院長 (Prof. LI Wu Wei, Director of Shanghai Institute of Technology (CN))</p> <p>Prof. SU Li, Dean of Art College of Xiamen University (CN) (蘇力教授 廈門大學藝術學院教授、院長)</p> <p>Scrambling for the Mainland market but what's the pay-off? Prof. Michael KEANE, Queensland University of Technology (AU)</p> <p>Moderator 主持: Prof. Suisheng ZHAO, Center for China-US Cooperation, Josef Korbel School of International Studies, University of Denver (趙穗生教授 美國丹佛大學約瑟夫-克貝爾國際研究學院美中合作中心)</p> <p>Discussant 評論: Ms. Ada WONG JP, Hong Kong Institute of Contemporary Culture 黃英琦太平紳士 香港當代文化中心 (To be confirmed 待定)</p>	Conference Centre 會議中心(E-P-01)
11:00 – 11:15	Morning Tea Break (茶點招待)	Conference Centre 會議中心(E-P-01)
11:15 – 12:45	Parallel Session 1 (分組論文報告 1)	
Parallel Session 1A Creative Industries and Education	1A 分組 創意文化產業與教育	Room 1: 1 號室: D3-P-01
Moderator 主持: Prof. Michael KEANE, Queensland University of Technology		
Discussant 評論: Dr TSE Ka Kui, Hong Kong Social Entrepreneurship Forum 謝家駒博士 社會創業論壇 (To be confirmed 待定)		
Topic 講題	Presenter 講者	Region 地區
Educating Entrepreneurial Portfolio Musicians for 21st Century Careers	Prof. Patrick M. JONES, Syracuse University	US
The Entrepreneurship of Arts Education	Dr. YIP, Lai Chi Rita, The Hong Kong Institute of Education	HK
The Function of Higher Education Institutions in Cultural and Creative Industries: Beijing Examples	Prof. XIE Jia Xing, China Conservatory	CN

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11:15 – 12:45	Parallel Session 1 (分組論文報告 1)	
Parallel Session 1B Creative Industries and Education Moderator 主持: Prof. WANG Wen Chung, The Hong Kong Institute of Education 王文中教授 香港教育學院 Discussant 評論: Prof. SU Li, Xiamen University 蘇力教授 廈門大學		Room 2: 2 號室: D3-P-05
Topic 講題	Presenter 講者	Region 地區
「啟發幼兒創意思維，提升藝術創作表現」	林桂光教授 亞太藝術教育交流協會	HK
霹靂布袋戲之戲偶整體造型應用在輔導青少年自我形象發展上	洪培心女士 臺灣藝術大學	TW
藝術節慶體驗活動之設計策略 —以鶯歌陶博館國際陶瓷藝術節為例	黃美賢教授、洪鉛財 國立臺灣藝術大學	TW
12:45 – 13:45	Lunch (午膳) (For Presenters only 只供講者嘉賓適用)	Conference Centre 會議中心(E-P-01)
13:45 – 15:15	Parallel Session 2 (分組論文報告 2)	
Parallel Session 2A Revitalization of the Cultural Heritage Moderator 主持: Prof. Patrick M. JONES, Syracuse University Discussant 評論: Dr. TAM Cheung On, The Hong Kong Institute of Education 譚祥安助理教授 香港教育學院		Room 1: 1 號室: D3-P-01
Topic 講題	Presenter 講者	Region 地區
Heritage in Context: Interconnectedness and power relationship among genres and their implications for survival and revitalization	Dr. CHAN Wing Hoi, Department of Social Sciences, The HKIED	HK
The Revival of Chinese Calligraphy in the Revitalization of Culture in Hong Kong Architecture	Mr. Roger KHO Tin Sing, Hong Kong Baptist University	HK
Challenges of Museums in Hong Kong to Promote Cultural Heritage: An Assessment of the Hong Kong International Museum Day (2001–2010)	Mr. LEE Wai Shing, The Chinese University of Hong Kong	HK
Parallel Session 2B Revitalization of the Cultural Heritage Moderator 主持: Dr. Rita YIP, The Hong Kong Institute of Education 葉麗慈助理教授 香港教育學院 Discussant 評論: Prof. XIE Jia Xing, China Conservatory 謝嘉幸教授 中國音樂學院研究部		Room 2: 2 號室: D3-P-05
Topic 講題	Presenter 講者	Region 地區
月下老人之文化底蘊與故事行銷	柯亞先教授 德霖技術學院	TW
客庄社區營造與體驗行銷策略之研究 以台灣苗栗市新英里社區為例	林奕辰先生、胡愈寧博士、 張菁芬博士 國立聯合大學	TW
創意群聚的現實與想像—以香港火炭為例	羅永生博士 香港嶺南大學 梁寶山博士 香港中文大學	HK
台灣非物質遺產之傳承與再生之初探—以客家八音為例	胡愈寧博士、 鄭志成、劉桂珍 國立聯合大學	TW

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17:00 – 18:30	<p>Plenary Session 2 (全體環節 2)</p> <p>Entrepreneurship of the Creative Industries 創意文化企業管理</p> <p>New Emergence and Adaptation of Chinese Music Ensembles towards Cultural Entrepreneurship Dr. LEUNG Chi Cheung, The Hong Kong Institute of Education (HK)</p> <p>Community Cultural Development for Aesthetics and Social Performances in China MOK Chiu Yu and NG Man Ki (HK) Centre for Community Cultural Development, Lingnan University</p> <p>Team Processing in Professionals of Creative and Non-Creative Industries Dr. Anna HUI, City University of Hong Kong (HK)</p> <p>Business is business: 文化、創意與產業的關係 陳以亨教授、林瑩滋博士 國立中山大學人力資源管理研究所 (TW)</p> <p>Growing China's Market for UK Creative Content Using Social Networks - the Case of Douban Mr. Hasan BAKHSHI, NESTA (UK) Philippe SCHNEIDER, Independent Researcher (UK)</p> <p>Moderator 主持: Prof. Sonny LO, The Hong Kong Institute of Education 盧兆興教授 香港教育學院</p> <p>Discussant 評論: Prof. Michael Keane, Queensland University of Technology</p>	Conference Centre 會議中心(E-P-01)
18:30-18:35	Concluding Remarks 總結	
19:00-21:00	Conference Dinner (大會晚宴) (For Presenters only 只供講者嘉賓適用)	

CN = Mainland China (內地)

TW = Taiwan (台灣)

AU = Australia (澳洲)

HK = Hong Kong (香港)

US=United States (美國)

UK=United Kingdom (英國)