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Enterprising Culture – Opportunities and Challenges

Cultural groups (including performing arts, art, music organizations) worldwide are increasingly faced with shrinking financial resources (such as government funding in a downward looking global economy) on the one hand, and the dynamics of (cross-media/ cross-sector) industry building on a global scale on the other. The idea of 'cultural enterprise', as some of the groups are entering into, begs the strategic application of business concepts such as branding and audience management. This panel examines the opportunities as well as challenges facing these industries as they transform from an artistic to a commercial orientation: the realignment of resources (human, financial and technological), the 'blending of arts and commerce' in terms of content, and audience building.