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# IMPLEMENTING TECHNOLOGY IN CREATIVE INDUSTRY (BENCHMARKING STUDY IN DEVELOPED COUNTRIES)

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## A b s t r a c t

One significant shortcoming in increasing productivity of creative industry especially in developing country such Indonesia or other ASIAN countries is finding the appropriate technology to be used by considering the need, how to select, and technical support for the use of technology. Furthermore the lack of technology access also became an important constraint for creative industrialists to be more effective in running their business for winning the global competition. This study aims to identify the model of technology used by the developed countries to be implemented by ASIAN creative industries by doing the benchmarking study from several well-known and steady countries in implementing the optimal technology as the key to the successful global business operation.

The methodology used for this purpose is using the three stages for the selection model and procedure, i.e. objective, analysis, and output. In the first stage the researchers try to define the objective of what the creative industrialist is trying to achieve in using the technology, by answering why it is important, does it realistic, and could it be achievable. The analysis stage as the second stage is using the SHTEFIE principle, i.e. social, health, technological, economic, financial, institutional, and environmental consideration and constraint in implementing the technology. The output stage as the final stage is the purpose of this research itself, where the industrialist would select the technology and set appropriate standards and controls in using it.

The findings of the paper include the model of technology selection, the step by step procedures, the consideration and limitation analysis, and the technology standards and controls for creative industry. Conclusions are drawn that implementing technology in such creative industry should consider several steps and procedures and also the technical adoption, due to its unique and specific industry characteristics. The paper closes with future research recommendations on validating the model in each of 14 creative industry categories and try to find the specificity of each category in technology consideration and standards.

**Keywords:** TECHNOLOGY; CREATIVE INDUSTRY; SHTEFIE; BENCHMARKING

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