

# **Coupling Research on the Improvement of Urban Cultural Soft Power and the Innovation and Entrepreneurship Ability of Cultural and Creative Talents**

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## **Abstract**

**The soft power of city culture is an important part of the core competitiveness of city, and the key to the development of cultural and creative industry is the professional talents with the ability of innovation and entrepreneurship. There is a deep coupling and synergistic development relationship between the innovation and entrepreneurship ability of cultural and creative talents and the cultural soft power of cities. Based on the coupling theory, this paper defines the core connotation of the two, analyzes the internal logic and practical value of coupling, and combines the practice of cultural and creative industry development in Shenyang and other cities to sort out the practical difficulties in the coupling development, and puts forward the targeted collaborative development path, which provides theoretical reference and practical guidance for the promotion of the coordinated development of urban cultural soft power and cultural and creative talents.**

## **Keywords**

**Urban cultural soft power, cultural and creative industries, innovation and entrepreneurship capability, coupling mechanism, talent cultivation.**

## **1. Introduction**

In the new stage of urban competition from economic hard power to cultural soft power, the cultural creative industry has become the core engine of activating urban cultural resources and enhancing cultural soft power. The enhancement of urban cultural soft power is highly dependent on the high-quality development of the cultural and creative industry, with the core bottleneck of industrial upgrading lying in the dual talents who possess both innovative thinking and entrepreneurial capabilities.

Coupling is a concept in physics, referring to the synergistic development relationship formed by the interaction of two or more systems [1]. The introduction of this study can clearly reveal the inherent correlation and synergistic law between urban cultural soft power and the innovation and entrepreneurship ability of cultural and creative talents. Most cities in China currently face challenges in building cultural soft power, including insufficient innovation and entrepreneurship capabilities among cultural and creative talents, a disconnect between talent cultivation and industrial demands, and inadequate synergy between the two. Although cities in the old industrial base of Northeast China, represented by Shenyang, have promoted the development of the cultural and creative industry by leveraging their unique cultural resources, they still encounter the dilemma of mismatched talent capabilities and industrial needs. Therefore, it is of great theoretical and practical significance to explore the coupling relationship and implementation path of the two, so as to promote the synergistic improvement of the two.

## **2. Definition of Core Concepts**

### **2.1. Urban Cultural Soft Power**

Urban cultural soft power refers to the attractiveness, cohesion, and influence that a city forms in the cultural field. It is a comprehensive manifestation of multiple dimensions, including urban cultural resources, cultural industries, cultural brands, and cultural atmosphere. Its core connotation encompasses four dimensions: first, the ability to explore and activate local cultural resources; second, the vitality and market competitiveness of cultural industries centered on the cultural and creative industries; third, the shaping and cross-domain dissemination ability of regional characteristic cultural brands; fourth, the recognition of local citizens and the ability to attract foreign population in urban culture. The enhancement of urban cultural soft power essentially involves the efficient transformation process from cultural resources to cultural value, economic value, and social value [2].

### **2.2. Cultural and Creative Talents' Innovation and Entrepreneurship Ability**

The dual innovation and entrepreneurship capabilities of cultural and creative talents represent an organic fusion of their innovative and entrepreneurial abilities, forming a core competency system tailored to the development needs of the contemporary cultural and creative industry. Taking into account the industry characteristics of the cultural and creative sector, its core elements encompass five aspects: first, the innovative thinking ability in cultural creativity, which constitutes the core competitiveness of cultural and creative talents; second, the insight and judgment capabilities in the cultural consumption market, which are crucial for transforming innovative achievements into market value; third, the entrepreneurial practice and operational management abilities in cultural and creative projects; fourth, the cross-disciplinary integration capability of knowledge across multiple fields; fifth, the inheritance and innovative integration capability of local culture. The dual innovation and entrepreneurship capabilities of cultural and creative talents serve as the core support for transforming cultural creativity into practical productivity and driving the development of the cultural and creative industry.

### **2.3. The Connotation of the Coupling between the Two**

The coupling of urban cultural soft power enhancement and the innovation and entrepreneurship capabilities of cultural and creative talents refers to the dynamic relationship between the two as two interconnected systems, which form a mutually reinforcing and coordinated development through element interaction, resource sharing, and functional complementarity. From the core coupling logic, the innovation and entrepreneurship capabilities of cultural and creative talents are the core driving force for the enhancement of urban cultural soft power, and urban cultural soft power is an important carrier for the cultivation and exertion of the innovation and entrepreneurship capabilities of cultural and creative talents. The two form a closed-loop virtuous cycle of "talent capability enhancement - cultural and creative industry development - cultural soft power enhancement - talent development environment optimization".

## **3. The Practical Issues of Coupled Development: A Case Study of Shenyang**

As the core city of Northeast China's old industrial base, Shenyang boasts a profound industrial cultural heritage and abundant historical and cultural resources. In recent years, it has prioritized the development of the cultural and creative industry as a key lever to enhance the city's cultural soft power. The cultural and creative industry has transitioned from scattered attempts to a new stage of systematic empowerment. However, in the process of the coupled

development of the two, there are still many practical issues that are representative of the industry.

### **3.1. The Capabilities of Dual-innovation Talents Do Not Match the Demand for Cultural Resource Transformation**

Shenyang boasts 700,000 square meters of industrial heritage resources and a wealth of Qing Dynasty culture and folk culture resources. However, there is a lack of deep exploration and innovative transformation capabilities for cultural resources. A considerable proportion of respondents believe that local cultural and creative products "lack sufficient cultural connotation exploration" and "exhibit obvious design homogeneity". The core reason lies in the mismatch between the innovation and entrepreneurship capabilities of cultural and creative talents and the transformation needs of cultural resources: on the one hand, some cultural and creative talents lack a deep understanding of local culture, have insufficient cultural inheritance capabilities, and their innovative designs are divorced from the core of local culture; on the other hand, cultural and creative talents lack market insight and cross-sector integration capabilities, making it difficult to combine cultural resources with modern consumer demands and digital technology, resulting in cultural and creative products lacking contemporaneity and market competitiveness.

### **3.2. The Talent Cultivation System is Disconnected from the Needs of Industrial Development**

Shenyang boasts numerous universities and colleges, including specialized institutions for cultivating talents in cultural and creative industries. However, the talent cultivation system for cultural and creative industries still faces the issue of being disconnected from the needs of industrial development. The cultivation of talents in cultural and creative industries in universities primarily focuses on the teaching of theoretical knowledge and basic skills such as art design, lacking innovative and entrepreneurial practical courses, and insufficiently cultivating abilities in market insight, project operation, and cross-industry integration. Meanwhile, the cooperation between universities and cultural and creative enterprises, as well as cultural and creative industrial parks, is not deep enough. The collaborative cultivation mechanism of industry, academia, and research is imperfect, and talent cultivation lacks practical platform support, making it difficult to meet the demand for innovative and entrepreneurial talents for the high-quality development of the cultural and creative industries [3].

### **3.3. The Imperfect Industrial Collaboration Mechanism Restricts the Full Play of Innovation and Entrepreneurship Capabilities**

The full potential of cultural and creative talents' innovation and entrepreneurship abilities requires a well-established industrial collaboration mechanism and a favorable industrial development environment. However, the cultural and creative industry in Shenyang currently faces the problem of insufficient linkage between creativity, production, and marketing. A considerable proportion of retail in scenic spots still relies mainly on basic displays, lacking scene-based marketing, and high-quality creativity encounters obstacles in mass production and marketization. The imperfect industrial collaboration mechanism makes it difficult for the innovative achievements of cultural and creative talents to achieve marketization transformation. At the same time, the local cultural and creative brand recognition system is not perfected, with few interviewees able to name a local cultural and creative brand. There is a greater preference for mature IP products, and the influence of cultural and creative brands is insufficient, which restricts the improvement of the city's cultural soft power and also makes the innovation and entrepreneurship practices of cultural and creative talents lack brand support.

### **3.4. The Policy Guarantee System Does Not Match the Needs of Coupled Development**

Although the Shenyang municipal government attaches great importance to the development of cultural and creative industries and the enhancement of cultural soft power, and has introduced a series of supportive policies, there is still a problem of insufficient adaptability between the policy support system and the needs of the coupled development of the two. On the one hand, the policy support for cultivating the innovation and entrepreneurship abilities of cultural and creative talents is not systematic enough, lacking comprehensive guarantees such as financial support, platform support, and training guidance for their innovation and entrepreneurship. On the other hand, there is insufficient policy synergy in promoting the coupled development of cultural soft power enhancement and the innovation and entrepreneurship abilities of cultural and creative talents. The policies of departments such as culture, education, cultural tourism, and finance lack effective connection, failing to form a policy synergy that cultivates innovative and entrepreneurial talents, promotes the transformation of cultural resources, builds cultural and creative brands, and enhances cultural soft power.

## **4. Exploring the Path for the Coupled Development of Urban Cultural Soft Power and the Innovation and Entrepreneurship Abilities of Cultural and Creative Talents**

### **4.1. Build a Dual-innovation Talent Cultivation System Oriented Towards the Needs of Cultural Soft Power**

Optimize the talent cultivation curriculum system. Universities should adjust the cultural and creative talent cultivation curriculum system in combination with local cultural resources and the need to enhance cultural soft power. While strengthening basic courses such as art design and cultural inheritance, practical courses such as innovation and entrepreneurship, market operation, digital technology, and cross-industry integration should be added. For Shenyang's industrial cultural resources, special courses such as industrial cultural and creative design and the revitalization and utilization of industrial heritage can be offered, so as to accurately align talent cultivation with the transformation needs of local cultural resources.

Improve the collaborative training mechanism of industry, academia, and research. Promote in-depth cooperation between universities and cultural and creative enterprises, cultural and creative industrial parks, and government departments, establish a collaborative training platform for industry, academia, and research, and incorporate actual projects and market demands of enterprises into the talent training process. Universities can jointly build training bases with cultural and creative industrial parks, allowing students to participate in the full process of cultural and creative product design, production, and marketing; collaborate with government departments to organize cultural and creative design competitions, promoting learning and innovation through competitions, and enhancing the dual-innovation and practical abilities of cultural and creative talents.

Strengthen the cultivation of local cultural literacy. Integrate local cultural education into the entire process of cultivating cultural and creative talents. By offering specialized courses on local culture and organizing field research on cultural resources, enhance the understanding and cognitive ability of cultural and creative talents towards local culture. Encourage these talents to adhere to the core of local culture in their entrepreneurial and innovative practices, achieving an organic combination of cultural inheritance and contemporary innovation.

#### **4.2. Strengthen the Core Supporting Role of Cultural and Creative Talents' Innovation and Entrepreneurship Capabilities in Cultural Soft Power**

Promote the innovative transformation of cultural resources. Encourage cultural and creative talents to fully utilize their innovative thinking abilities, deeply explore the contemporary connotation and spiritual value of local cultural resources, and combine modern consumer demands and digital technology to create cultural and creative products that possess both cultural connotation, artistic value, and practical value. Drawing on successful cases such as the Fuyun series of the Shenyang Forbidden City and the AR check-in at Zhang Xueliang's former residence, we should promote the deep integration of cultural resources with digital technologies such as AR/VR, big data, and artificial intelligence, develop immersive and interactive cultural and creative products, and enhance the transformation efficiency and value of cultural resources [4].

Create distinctive cultural and creative brands and IPs. Guide cultural and creative talents to leverage market insights and combine them with urban cultural characteristics to build cultural and creative brands and cultural IPs that bear regional identities and reflect the characteristics of the times. The government should strengthen support and promotion for local cultural and creative brands, establish a comprehensive brand recognition system, and enhance the popularity and influence of local cultural and creative brands. Shenyang can leverage its industrial culture to create a distinctive brand of "Northeast Industrial Culture and Creativity", and rely on Qing culture to create a palace cultural and creative IP, making cultural and creative brands an important carrier of the city's cultural soft power.

#### **4.3. Strengthen the Industrial Collaboration Mechanism and Optimize the Environment for the Full Play of Innovation and Entrepreneurship Capabilities**

Improve the collaborative system of the cultural and creative industry. The government should strengthen overall planning, promote the coordinated development of the creative, production, and marketing ends of the cultural and creative industry, build a platform for collaborative development of the cultural and creative industry, integrate creative resources, production resources, and market resources, and solve the obstruction problem of high-quality creativity in mass production and marketization. Establish a platform for docking cultural and creative product design and production, promote cooperation between design enterprises and manufacturing enterprises; create scene-based cultural and creative consumption scenarios, promote the deep integration of cultural and creative products with scenic spots, business districts, and communities, and enhance the market reach of cultural and creative products.

Build a platform for innovation and entrepreneurship for cultural and creative talents. The government and enterprises should jointly establish innovation and entrepreneurship platforms such as incubators, makerspaces, and cultural and creative industrial parks, providing comprehensive services such as office space, equipment support, entrepreneurial guidance, and capital connection for cultural and creative talents, thereby lowering the threshold for them to start their own businesses. At the same time, organize activities such as cultural and creative innovation and entrepreneurship competitions to provide a platform for showcasing and transforming the innovative achievements of cultural and creative talents, promoting the conversion of these achievements into market value [5].

#### **4.4. Improve the Policy Guarantee System and Strengthen Policy Support for Coupled Development**

Introduce systematic support policies for dual-innovation talents. The government should introduce special support policies aimed at cultivating and leveraging the dual-innovation capabilities of cultural and creative talents, including financial support policies such as

subsidies for innovation and entrepreneurship funds, tax incentives, and discounted interest on entrepreneurial loans, as well as talent security policies such as training, entrepreneurial guidance, and professional title evaluation for cultural and creative talents, providing comprehensive policy support for cultivating and leveraging the dual-innovation capabilities of cultural and creative talents.

Strengthen policy coordination and form a joint force for coupled development. Promote policy convergence and coordination among departments such as culture, education, cultural tourism, finance, and science and technology, establish a cross-departmental policy coordination mechanism, and formulate a systematic policy system centered on the coupled development of enhancing urban cultural soft power and the innovation and entrepreneurship capabilities of cultural and creative talents. The cultural department is responsible for exploring cultural resources and building cultural and creative brands, the education department for cultivating cultural and creative talents, the finance department for financial support, and the science and technology department for digital technology support, forming a policy synergy of "each taking its own responsibility and advancing in coordination".

Establish an evaluation and incentive mechanism for coupled development. Establish an evaluation index system for the coupled development of urban cultural soft power and the innovation and entrepreneurship capabilities of cultural and creative talents, conducting comprehensive evaluations from aspects such as the efficiency of cultural resource transformation, the development level of cultural and creative industries, the innovation and entrepreneurship capabilities of cultural and creative talents, and the influence of urban culture. At the same time, establish an incentive mechanism to commend and reward cultural and creative talents and enterprises that have achieved outstanding results in cultural resource transformation, cultural and creative brand building, and innovation and entrepreneurship practices, stimulating the enthusiasm of cultural and creative talents for innovation and entrepreneurship, and promoting a virtuous cycle of coupled development between the two.

## **5. Conclusion**

There exists a deep coupling relationship between the enhancement of urban cultural soft power and the dual innovation and entrepreneurship capabilities of cultural and creative talents. With element interaction, functional complementarity, and dynamic synergy as the core logic, the two form an organic whole that promotes and develops synergistically. The dual innovation and entrepreneurship capabilities of cultural and creative talents are the core driving force for enhancing urban cultural soft power, while urban cultural soft power serves as an important carrier for cultivating and leveraging the dual innovation and entrepreneurship capabilities of cultural and creative talents. The coupled development of the two is a key path to promoting the activation of urban cultural resources, upgrading the cultural and creative industries, and enhancing the core competitiveness of cities.

Currently, the coupled development of the two still faces issues such as a mismatch between talent capabilities and resource transformation needs, a disconnect between talent cultivation and industry demands, an inadequate industrial collaboration mechanism, and insufficient policy support adaptability. Efforts should be made in four dimensions: talent cultivation, industrial support, environmental optimization, and policy support, to promote deep coupling and collaborative development between the two. Localities should explore localized coupled development paths based on local cultural characteristics and urban development realities, allowing talent innovation and entrepreneurship capabilities to become a continuous driving force for enhancing urban cultural soft power, and letting urban cultural soft power become high-quality soil for the growth of cultural and creative talents. This will achieve mutual empowerment between the two, facilitating high-quality urban development.

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