**RESEARCH PROPOSAL- The Role of the Creative Workplace and Leadership in the Creative Industries.**

**PART 1-**

The role of leadership within the Creative Industries is a somewhat debated issue, as it relates to differing views both in theory and practically. Historically, a more transactional style of leadership has been present, with the focus primarily being on designers being problem solvers in the client-centred design industry. However, as now we enter the 4th industrial revolution there seems to be a shift towards a more transformational style of leadership where the designer has adopted the role of problem finder. Along with this shift in leadership style, the role of the working environment within the creative industries has been brought to the forefront. Leadership is defined by Kim as ‘a process of social influence’ whereby a person can ask for help from others (usual manger to staff) in order to achieve a common goal. (Kim, 2019, p54) When concerned with role of the working environment Černevičiūtė, and Strazdas differentiate 3 levels, macro, mezzo and micro each with varying degrees of influence (Černevičiūtė, Strazdas, 2014, p. 116-119, in Stasiulis, 2017, p219). While there is much research in these two separate fields, there is little to bring the two together. The aim of this study would be to examine the effect of the creative workplace, and leadership style on the output of workers in the creative industries.

**Part 2-**

The focus of the research is represented in the following questions.

1. How does the ‘macro environment’ (things external to a company) affect the leadership style in the film and graphic design industries?
2. How does the ‘mezzo environment’ (the company and environment) influence the roles of leaders and designers within the aforementioned industries?
3. How does the ‘micro environment’ (the team) directly affect employee satisfaction and output within the targeted industries?
4. How does the leadership style affect worker output in the film industry, and graphic design industry?

**Part 3-**

In order to answer the research questions mentioned above, the following data will be collected. The research will consist of an interview with one or two representatives from the Lithuanian Council for Culture and Ministry for Culture, the Actors Agency Lithuania and various Graphic Designers. There will be four separate interviews where the participants will be asked 10 open questions which relate to each research questions. The first to members of the Ministry for Culture, the second to leaders within the industries and the third and fourth to workers in those industries (these final two interviews may be in addition to focus groups). The interviews will be held face to face or online, and will be recorded and transcribed. It will be a one-time interview which is expected to take approximately one hour. Closed questionnaires will be given to participants of the final two interviews. The interviews are going to yield qualitative data, whereas quantitative data will be collected from the questionnaires therefore this study will employ a mixed methods design. There are no ethical concerns associated with this data collection.

**Part 4-**

Qualitative data will be analysed by identifying and describing how the participants answer the asked open questions during the interviews and what points are raised in the focus groups. The personal views of the participants will be known, which will help to understand the current challenges facing the creative industries in Lithuania in relation to the research questions. Further quantitative data will be collected anonymously and analysed through SPSS. The research findings will be shared with the colleagues in the Faculty of Communication of Vilnius University.

**Part 5-**

Upon completion of the interviews with experts, this study will help to understand what the current state of the Creative Industries are in Lithuania, and what effect the working environment is having on output of workers. Moreover, as economies are becoming more and more dependent on the creative sectors, this area of research plays a vital role in ascertaining what the state of Lithuania’s creative economy may be in the future.

To conclude, as Mitkus and Nedzinskaite-Mitke suggests, the role of the creative working environment within the creative industries is more prevalent than ever (Mitkus and Nedzinskaite-Mitke 2016, in Stasiulis 2017, p224). As there are no existing studies within this specific context, the proposed research can most definitively provide original and insightful information to develop this field further, whilst simultaneously benefiting the industry as well as academics.

Word count: 550

**REFERENCES**

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