

EXPLORING THE ROLE OF INFORMATION TECHNOLOGY IN SHAPING CULTURAL AND CREATIVE INDUSTRIES: DIGITAL INNOVATION AND SUSTAINABLE DEVELOPMENT

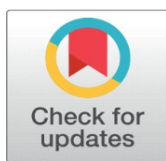
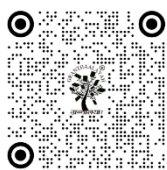
Balachandra Kumaraswamy ¹, Aman Deep ², Dr. Sonia Rani ³, Pratichi Dhar ⁴

¹ Professor, B.M.S. College of Engineering, Bangalore, India

² PhD Scholar, IIM Shillong, Meghalaya, India

³ Assistant Professor, Sant Baba Bhag Singh University, Jalandhar, Punjab, India

⁴ Research Scholar, S.P Mandali's Prin L.N Welingkar Institute of Management Development and Research, Noida, Uttar Pradesh, India



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Corresponding Author

Balachandra Kumaraswamy,
balachandrak.tce@bmsce.ac.in

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ABSTRACT

The study examines the potential of “information technology (IT)” and digital innovation to address and support the “culture and creative industries (CCIs)” transformation into a more competitive and sustainable “new knowledge economy (NKE)”. The study employed a quantitative research design and data were collected from 200 respondents from all the cultural and creative sectors of Delhi NCR, India using structured questionnaires. The analysis of digital innovations' effectiveness, assessed in relation to their use, statistical tools such as correlation/regression analysis have been used to measure the relationships with IT use and the various outputs such as growth, cultural sustainability and creativity. The results demonstrate the positive impact digital innovation can have on the organisation's performance and competitiveness and the organisation's productivity across its various tools and expansion possibilities thanks to AI. In general, there appears to be a moderate but significant relationship between the digital innovation and cultural sustainability, showing the value of technology for the protection and preservation of cultural values. The study shows necessity for embracing digital technologies to create a resilient economy and a sustainable future approach in order to realize the future economy in the field of the creative economy.

Keywords: Digital Innovation, Information Technology, Cultural and Creative Industries, Cultural Sustainability, Creative Economy, Market Accessibility

1. INTRODUCTION

In an evolving world economy, the idea of knowledge economy extends beyond the creative sector. The differences lie in the fact that the creative economy focuses on using technology to make commodities and services that offer economic benefits, whereas the knowledge economy includes a broader spectrum of concepts. It is based on paradigm

concepts, such as the creation, dissemination and sharing of knowledge, collaborative learning systems, creative activities, innovation, and leveraging of “information and communication technologies (ICTs)” in industrial processes (John, H. B., et al., 2025). The creative economy, emphasising the use of technology to derive economic advantages from goods created by highly skilled human resources, experiences continual revolution in production processes. This environment makes rapid adaptation to change, decentralisation and the application of innovative organisational techniques easy. In this context, “science, technology and innovation (ST&I)” plays a key role, leading to advanced manufacturing techniques and generation of increasing value in goods and services, which contributes to the competitiveness of companies (Ortiz-Ospino, L., et al., 2025).

The development of digital content and its impact on the knowledge economy have given rise to new products and services that cater to a more sophisticated global marketplace. Information is becoming the most valuable source during the current economy which is an important shift from conventional economic thinking (Kofler, I., et al., 2024). It is not just the integration of technological advances; it is the revolutionization of goods and services, the improvement of their value in several complementary activities. Significant technological change to the generation, production, circulation, distribution and consumption of digital material has a profound influence on the growth of “Creative and Cultural Industries (CCIs)” and their role in the knowledge economy (Manioudis, M., & Angelakis, A. 2023).

The creative industries, which include various activities associated with the creation and distribution of cultural products and services, have been acknowledged for their substantial economic and social effects, as well as their contribution for cultural life (Anantrasirichai, N., & Bull, D. 2022). At the social level, the creative industries are able to improve the well-being of a society because they foster innovative production, increase entrepreneurial capabilities and encourage cultural diversity, something that includes the activities of the artist, the designer, the engineer and the entrepreneur, from the copywriter to the musician or the author, from the designer of new recordings to the new film, from the creative product to the creative service (Borre, J. R., et al., 2023). However, there are a number of obstacles for the creative industries. In the constantly changing digital environment, they confront technical disruptions, the intricacies of copyright along with piracy, and audience fragmentation. Furthermore, the creative workforce is suffering a shortage of skills, and they need continuous upskilling and being agile in the digital era. The global economic environment is unstable, presenting possible dangers to the financial stability of creative sectors (Božić, V. 2024).

The growth of creative industries may serve as a mechanism for societal welfare, and by enhancing regional competencies, it can positively impact both social and economic domains. The creative industries may assist the economic sector during a crisis. Moreover, the expansion of creative enterprises within a global context is both efficient and effective (Zhao, J., & Cai, X. 2023). Creative industries exemplify the cultivation and facilitation of the emergence of the new economy, hence generating need for novel talents. The creative industries emerged in Australia throughout the 1990s and subsequently became a significant component of economic growth when Tony Blair's administration founded the Ministry of Culture, Media and Sports to advocate for these businesses (Hosseini, E., & Rajabipoor Meybodi, A. 2023). At now, these industries substantially enhance economic development. The creative industries worldwide comprise 1% of the global economically active population. Furthermore, creative industries have a significant convergence between technical and non-technological sectors, resulting in the generation of knowledge and intellectual property as outputs (Sapta, I. K. S., et al., 2020).

The aim of the study is to examine the impact of information technology and internet-based innovation on the advancement, competitiveness, as well as sustainability of cultural and creative industries. It aims to examine the impact of technology improvements on creative processes, business structures, and market accessibility. The research seeks to assess the correlation between digital innovation as well as cultural sustainability, while also examining stakeholders' perspectives of the efficacy of information technology in fostering creativity and economic results in rising nations such as India.

The paper demonstrates the thorough comprehension of the joint influence of digital innovation, AI, as well as sustainable practices on cultural and creative sectors. It addresses current research deficiencies by synthesising these variables and providing empirical findings from a regional perspective. The results may assist stakeholders and academics in formulating plans for sustainable growth, skill enhancement, and technology adaption. Moreover, it underscores the significance of the creative industries in economic progress and cultural conservation within the transforming information economy.

2. REVIEW OF LITERATURE

2.1. DIGITAL TRANSFORMATION OF CULTURAL PRODUCTION AND DISTRIBUTION

A digital shift in cultural development and distribution demonstrates that digital technology have revolutionised the cultural and creative sectors, affecting the creation, marketing, and consumption of cultural commodities. A number of studies, including Song, Y. W. (2025), have previously analysed the cultural sector in connection to digital transition. The analysis starts by examining the profound impact of digitalisation across several facets of the cultural business, including content generation, distribution routes, and consumer behaviour patterns. Likewise, Pererva and Mazorenko (2025) examine technological advances in areas such as artificial intelligence (AI), the Metaverse, big data, along with digital platforms, focusing on their effects on business models, monetisation possibilities, and audience participation. Moreover, Lazzarotti et al. (2025) indicated that the relationship between culture and economics is experiencing a new evolution due to the increasing convergence of culture, creativity, and technical breakthroughs. Additionally, Li (2020) investigated the role of digital technology in enabling business model improvements within the creative sectors. A thorough literature study is conducted to develop a complete business model framework, which is then used to examine empirical data from the creative industries. Ultimately, Trieu and Pavelková (2020) examine digital transformation and its impact on the functioning of creative industry enterprises, while also identifying the critical elements influencing the adoption of digital transformation within this sector.

2.2. DIGITAL INNOVATION AND CREATIVE ECONOMY GROWTH

Studies on digital innovation and the advancement of the creative economy highlight the significance of IT in transforming value generation, labour arrangements, and market access within cultural and creative enterprises. This study by Abudaqa, A., & Noburu, I. (2025) aims to examine the optimisation of digipreneurship in fostering the development of the digital creative economic ecosystem among youths in the digital age. Similarly, Zhao et al. (2024) examine the impact of the online economy on the advancement of the creative sector in China and investigate the potential intermediate role of innovation efficiency between the two. Furthermore, Martial, T., et al. (2024) examined that the creative sector has arisen as a pivotal sector for fostering economic development in the digital age. The objective is to investigate the prospects and potential of the creative industry via digitalisation, as well as the problems encountered in advancing this sector. Aisyah, S., et al. (2025) emphasised that the creative economy has become a crucial element in the worldwide pursuit of sustainable economic growth by merging culture, creativity, and technologies into innovation as well as economic advancement. This region has been a focal point, significantly contributing to the nation's Gross Domestic Product (GDP), employment, and cultural advancement. Furthermore, Husin et al. (2021) analysed that the creative industry has emerged as a catalyst for economic growth; hence, it is essential to delineate each creative sector's contribution to regional development and advancement.

2.3. AI AND CREATIVE AUTOMATION IN CULTURAL INDUSTRIES

Artificial Intelligence (AI) along with creative automation are becoming more transformative in the cultural and creative sectors, affecting the production and distribution of cultural goods, as well as the interactions within art, culture, and their consumers, and the digital innovation processes involved. In this regard researchers like (Vives, A. B., & Morales, F. X. M. 2023), examined the use of AI for creativity and innovation, the transformation of work in the creative sector, the emergence of new jobs, and the need for new skills and competencies for any creative person using AI. In the context of improving and innovating media production and offering benefits to democracy, (Liu, J., 2023) studied both case studies and comparative analysis to reflect these ethical challenges, particularly with regard to the benefits that AI provides to enhancing and empowering creative workflows. Moreover, (McGarry, G., et al., 2021) pointed out that the "Digital Audio Workstation (DAW)" has been one of the most famous examples of the recent digital transformation of the recording industry, since with it, new production techniques have become available to music professionals and amateurs, and they can be applied in almost any environment other than the classic recording studio. Furthermore, Erickson (2024) analyses the possible ramifications of AI adoption by referencing case studies of six commercial goods using AI, exploring the work circumstances and the processes by which human creative labour may be supplanted or displaced by AI technology.

2.4. GREEN IT AND SUSTAINABLE PRACTICES IN CREATIVE INDUSTRIES

Green IT as well as sustainable practices are essential in the digitalisation of cultural along with creative sectors. In this context, researchers such as Borre et al. (2023) have analysed that creative and cultural industries (CCIs), integral to the orange economy, have gained recognition over time, prompting numerous nations to incorporate them into their economic strategies. This acknowledgement persists despite the fact that their advantages extend to social and environmental domains, illustrating their potential to facilitate sustainable development. Furthermore, Ejibe et al. (2024) indicate that the significance of ecological sustainability procedures in the business sector has been progressively overlooked in recent years, particularly among the creative sectors, which include “small and medium-sized firms (SMEs)”. Likewise, Papadaki (2024) emphasised the contribution of Creative and Cultural Industries (CCIs) to the execution of sustainable development, particularly with green tourism, highlighting their function as disseminators of environmental messages. Furthermore, (Imperiale, F., et al., 2021) Creative and Cultural Industries (CCIs) are widely acknowledged as integral to the world's economy and are becoming increasingly vital for sustainable local development. Furthermore, (Papadaki, E., et al., 2023) found that the sustainability, as a concept, as a practice, were already well discussed and investigated in the scientific environment, while its promotion was not thoroughly inquired. It focuses on the role CCIs can play as communication channels, promoting the implementation of sustainable development.

2.5. RESEARCH GAP

The current literature comprehensively explores digital transformation, AI integration, and sustainability in creative and cultural sectors, and yet there is a lack of literature that links themes in a cohesive manner. Most studies focus on digital innovation, sustainable practice or the use of artificial intelligence, but have not taken into account how they all impact on the knowledge economy. Furthermore, empirical data on how the creative sector adapts to rapid changes in technology and environment are not available in emerging economies and regions, particularly as to how the creative sector adapts to the rapid development of technology and environment in the region. Furthermore, skill building and workforce readiness are not sufficiently explored and discussed in this transition, highlighting the necessity for a comprehensive view which extends across all disciplines.

3. RESEARCH OBJECTIVES

- 1) To analyse the impact of digital innovation on the growth and competitiveness of cultural and creative enterprises.
- 2) To assess the relationship between digital innovation and cultural sustainability within creative industries.
- 3) To explore stakeholders' perceptions regarding the effectiveness of information technology in enhancing creativity and market accessibility.

4. RESEARCH METHODOLOGY

This research is a quantitative study that seeks to analyse the impact of digital innovation on the growth, competitiveness, as well as sustainability of cultural and creative firms in Delhi NCR, India. Descriptive and analytical research design is used in order to find out the patterns and relationships among the variables in systematic way. The target group includes all stakeholders related to cultural and creative industry such as the artists, entrepreneurs, managers and end users of digital platforms. Sample size of 200 respondents have been sampled in a way that ensures representation from various stakeholder groups using stratified random sampling techniques. The data collection employs a closed-ended structured questionnaire, including primary as well as secondary sources, with primary data collection aimed at collecting information on digital innovation, the efficacy of information technology, and their perceived outcomes.

Digital advancement and the efficacy of IT are regarded as independent factors, whereas expansion and competitiveness, societal sustainability, creativity, and market accessibility are considered dependent variables. To obtain accurate and reliable data analysis, the statistical tools such as MS Excel and SPSS 27 are being used. Analysis conducted descriptive statistics described the perceptions of the respondents while descriptive analysis to support inferential statistics (correlation – regression) formed in tests of the hypotheses. In this way, the methods can be used to

illustrate the nature of relations in terms of strength, thereby providing empirical evidence in favour of the hypotheses and/or to test them with respect to the contribution of digital technologies to enhancing the performance and sustainability of cultural and creative industries.

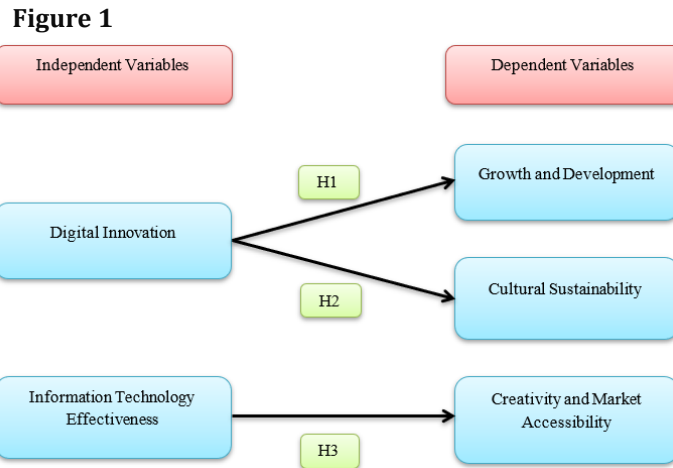


Figure 1 Conceptual Model

Source: Author's Own Collaboration

5. RESULTS AND FINDINGS

Results on the Basis of Demographics

Table 1

| Table1 Demographic Profile of the Respondents | | | | |
|---|---------------------------------|-----------------------------|-----|------|
| Sr. No. | Demographic Variables | Characteristics | N | % |
| 1 | Gender | Male | 93 | 46.5 |
| | | Female | 107 | 53.5 |
| 2 | Age Group | 18 – 20 years | 44 | 22.0 |
| | | 21 – 22 years | 60 | 30 |
| | | 23 – 24 years | 43 | 21.5 |
| | | Above 24 years | 53 | 26.5 |
| 3 | Educational Level | Diploma | 28 | 14.0 |
| | | Undergraduate | 81 | 40.5 |
| | | Postgraduate | 67 | 33.5 |
| | | Ph.D. | 12 | 6.0 |
| | | Professional Certificate | 12 | 6.0 |
| 4 | Field of Study / Specialization | Artificial Intelligence | 31 | 15.5 |
| | | Civil Engineering | 35 | 17.5 |
| | | Computer Science | 27 | 13.5 |
| | | Electrical Engineering | 38 | 19.0 |
| | | Electronics & Communication | 40 | 20.0 |
| | | Mechanical Engineering | 29 | 14.5 |
| 5 | Type of Institution | Private University | 98 | 49.0 |

Table 1 presents the demographic data of those 200 respondents who were included in the study. There is a slightly higher proportion of female (53.5%) than male (46.5%) participants, so males were not over-represented, indeed females were marginally over-represented. In regards to age, the majority (30.0%) are in the ages of 21–22 years, followed by above 24 years (26.5%). In the area of level of education, the highest expenditure of levy is on undergraduate education (40.5%) and post graduate education (33.5%) indicating a relatively high educational sample level. There are fewer diploma holders, Ph.D. scholars and holders of professional certificates. Specialization-wise, Electronics & Communication wings are dominating (20.0%) followed by Electrical Engineering (19.0%) and other are being moderately ranked. Finally, there is a good representation of public (51.0%) and private universities (49.0%) among the respondents.

5.1. RESULTS ON THE BASIS OF HYPOTHESIS

H1: Digital innovation has a significant positive impact on the growth and competitiveness of cultural and creative enterprises.

Table 2

| Table 2 Model Summary | | | | |
|-----------------------|-------------------|----------|-------------------|---------|
| Model Summary | | | | |
| Model | R | R Square | Adjusted R Square | |
| 1 | .490 ^a | .240 | .237 | 3.34871 |

a. Predictors: (Constant), Digital Innovation

A model summary of the regression analysis is given in table 2. The latter is the coefficient of correlation R (.490) and indicates that there is a moderate positive correlation between the dependent variable and Digital Innovation. The R square value (.240) indicates that Digital Innovation explained 24% of the variation in the outcome variable, which is a low fidelity. The Adjusted R Square (.237) is slightly lower and is an indication of minimal shrinkage and is a good measurement of model reliability. The Standard Error of the Estimate (3.34871) is the mean error from the regression line. Overall fit of the model is moderate with Digital innovation explaining the model moderately.

Table 3

| Table 3 ANOVA | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| ANOVA ^a | | | | | | |
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 702.775 | 1 | 702.775 | 62.67 | .000 ^b |
| | Residual | 2220.35 | 198 | 11.214 | | |
| | Total | 2923.12 | 199 | | | |

a. Dependent Variable: Growth and Competitiveness

b. Predictors: (Constant), Digital Innovation

Table 3 presents the Analysis of Variance for the regression model assessing the impact of Digital Innovation on Growth and Competitiveness. The model is statistically significant, as shown by an F-value of 62.670 and a p-value of 0.000, which is below the threshold of 0.05. This signifies a robust forecasting capacity of Digital Innovation about Growth and Competitiveness. The regression sum of squares (702.775) represents the variation explained by the model, whereas the residual sum of squares (2220.345) indicates the variance not explained by the model. The entire model is well-suited, hence Digital Innovation significantly impacts the dependent variable.

Table 4

| Table 4 Coefficients | | | | | | |
|----------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| Coefficients | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.229 | 1.118 | | 7.359 | .000 |
| | AI-enabled tools usage | .493 | .062 | .490 | 7.916 | .000 |

a. Dependent Variable: Growth and Competitiveness

Table 4 reports regression coefficients investigating the effect of AI-enabled tools usage on growth and competitiveness. The constant value ($B = 8.229$, $p < 0.001$) indicates the growth level in the absence of AI application. The coefficient for the use of AI-enabled tools ($B = 0.493$, $\beta = 0.490$, $p < 0.001$) is a positive and statistically distinct from zero, signifying that enterprises using AI tools enhance their growth and competitiveness via their application. The standardised beta indicates a moderate to severe influence (0.490). The high t-value (7.916), also signals significance, that usage of tools that are made possible by artificial intelligence are a significant predictor of organizational growth.

H2: To access the relationship between digital innovation and cultural sustainability within creative industries.

Table 5

| Table 5 Descriptive Statistics | | | |
|--------------------------------|---------|----------------|-----|
| Descriptive Statistics | | | |
| | Mean | Std. Deviation | N |
| Digital Innovation | 15.7300 | 3.67213 | 200 |
| Cultural Sustainability | 16.6150 | 3.94902 | 200 |

Table 5 shows descriptive statistics for Digital Innovation and Cultural Sustainability for the sample of 200 respondents. The outcomes for Digital Innovation vary from a minimum of 6 to a maximum of 27, with a mean of 15.73 and a standard deviation of 3.67, indicating substantial diversity across the results. A little higher dispersion is seen in Cultural Sustainability, with the mean score of 16.62 along with a standard deviation of 3.95. The higher mean score suggests that respondents have a stronger perception to Cultural Sustainability than Digital Innovation. Overall these two variables are moderately consistent, as shown in the reasonable variation in responses by their means of standard deviations, measured across the sample population.

Table 6

| Table 6 Correlations | | | |
|-------------------------|---------------------|--------------------|-------------------------|
| Correlations | | | |
| | | Digital Innovation | Cultural Sustainability |
| Digital Innovation | Pearson Correlation | 1 | .261** |
| | Sig. (2-tailed) | | .000 |
| | N | 200 | 200 |
| Cultural Sustainability | Pearson Correlation | .261** | 1 |

| | | |
|--|-----------------|------|
| | Sig. (2-tailed) | .000 |
| | N | 200 |
| | | 200 |

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6 presents the Pearson association between Digital Innovation and Cultural Sustainability. The amount of r is positive ($r = 0.261$) as well as p is less than 0.01, indicating that R^2 is statistically relevant at the 0.01 level. This indicates that as the level of digital innovation increases, cultural sustainability is also improved. The relationship between the variables is relatively good but still significant and useful in developing the concept of the role of technology in preserving and upgrading the values of culture. The number of samples of 200 respondents and a significance level of $p = 0.000$ suggest that the link is unlikely to be random.

H3: Stakeholders perceive information technology as significantly effective in enhancing creativity and market accessibility in cultural and creative industries.

Table 7

| Table 7 Model Summary | | | | |
|-----------------------|-------------------|----------|-------------------|----------------------------|
| Model Summary | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .227 ^a | .051 | .047 | 3.78038 |

a. Predictors: (Constant), Information Technology Effectiveness

Table 7 shows the model summary for the regression analysis and dependent variable for Information Technology Effectiveness. If the strength of the variables on the graph, compared to other graphs, the level of correlation is low and positive ($R = 0.227$). The R-squared score is 0.051, indicating that Information Technology Effectiveness accounts for just 5.1% of the variance in the dependent variable. This is validated by the Adjusted R Square (0.047), which is the R Square modified for sample size and predictors. Furthermore, the standard error of the estimate is 3.78038, indicating an average departure of the values observed from the regression line and demonstrating that the values are predicted with reasonable accuracy.

Table 8

| Table 8 ANOVA | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| ANOVA ^a | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 153.125 | 1 | 153.125 | 10.715 | .001 ^b |
| | Residual | 2829.670 | 198 | 14.291 | | |
| | Total | 2982.795 | 199 | | | |

a. Dependent Variable: Creativity and Market Accessibility

b. Predictors: (Constant), Information Technology Effectiveness

Table 8 displays the ANOVA findings evaluating the impact of Information Technology Effectiveness on Creativity and Market Accessibility. The regression model has statistical significance, with a F (1, 198) value of 10.715 and a p-value of .001, which is below the conventional significance threshold of .05. There was a strong relationship between Information Technology Effectiveness and Creativity and Market Accessibility, indicating that Information Technology Effectiveness is a significant predictor of those activities. The model explains a substantial portion of variation, with a Regression analysis sum of squares of 153.125 compared to a Total sum of squares of 2982.795. The findings indicate a

favourable correlation between enhancements in Information Technology Effectiveness and advancements in creativity as well as market accessibility outcomes.

Table 9

| Table 9 Coefficients | | | | | | |
|---------------------------|--------------------------------------|-----------------------------|------------|---------------------------|--------|------|
| Coefficients ^a | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 13.718 | .995 | | 13.788 | .000 |
| | AI-based personalized learning level | .202 | .062 | .227 | 3.273 | .001 |

a. Dependent Variable: Creativity and Market Accessibility

Table 9 shows the regression coefficients that assess the effect of AI personalised learning in the domain of creativity and market approachability. The "Constant" ($B = 13.718$, $p = .000$) is the creative and market level when AI-assisted personalized learning is not used, which demonstrates that this level is important even when personalized learning is not AI-based. The unstandardized coefficient for AI-based personalized learning ($B = 0.202$) indicates that with a one-unit increase in AI-based personalized learning, creativity and market accessibility increase by 0.202, controlling for other variables. The standardised coefficient (Beta = 0.227) indicates a relatively favourable impact. The t-value (3.273) and significance level ($p = .001$) indicate that the association is statistically significant at the 1% threshold. Consequently, the data presented in Table 9 indicates that the use of AI personalised learning significantly enhances creativity and increases market accessibility.

6. DISCUSSION

This study's results corroborate the increasing agreement that information technology significantly transforms creative and cultural sectors by improving creativity and market accessibility. In this context, Gurgu et al. (2024) elucidate significant correlations among cultural vitality, creative methods, and sustainable results. The creative sectors, involving visual arts, design, cinema, and technology-driven enterprises, serve as vital contributions to the sustainable development agenda. Furthermore, Kalfas et al. (2024) show that CCIs clearly boost employment opportunities in European areas, as nearly three-quarters of the respondents reported that they made a contribution to reducing unemployment and underemployment. The study maps out the impact of growth and revitalisation in the region ranging from better commercial connections to education infrastructure development, to conservation of cultural heritage. Furthermore, Peng, X. (2023) explores the wide social impacts, such as shifting consumption behaviors of the contents and issues of the digital divide, as well as privacy concerns regarding data usage, highlighting the importance of policy and regulation in guiding the future trajectory of the digital cultural industry. Faraone, C. (2022) argued that the creative and cultural sectors are relevant and can be significant tools for city and region economic and social development and innovation. Recently, Lian, H. (2026) indicates that the digital transformation in creative sectors is driving cultural and economic development, supported by technology and governmental initiatives.

7. CONCLUSION

The study emphasises the pivotal role of information technology and electronic innovation in transforming cultural and creative sectors to foster development, competitiveness, and sustainability. The empirical results indicate that digital innovation has substantial impact on organizational performance, and AI-powered tools have a positive impact on market expansion and productivity. Moreover, in the context of wider cultural sustainability, a relevant relationship between digital innovation and cultural sustainability brings the notion of technology's value to highlighting cultural values as well as economic development. Effectiveness of information technology has been found to have a relatively weak explanatory power, but it has still contributed to increasing the creative aspect and the accessibility for market.

The results underscore the significance of continuous technological innovation, education, and deliberate use of technology in creative sectors. The study underscores the crucial importance of digital innovations, artificial intelligence, and sustainable practices in developing a resilient and future-proof economy of creativity, particularly in emerging markets such as India, where cultural industries significantly contribute to socio-economic dynamics.

8. IMPLICATIONS OF THE STUDY

The study identifies digital innovation and information technology (IT) as key pillars of growth, competitiveness and sustainability in CCI. It suggests that digital infrastructure and the building of skills should be encouraged to improve the industry performance. To thrive in the digital age, creative businesses need to embrace AI and digital tools to boost productivity and market penetration. The results also indicate a need for the integration of sustainability practices along with technological development for the maintenance of cultural heritage. In addition, stakeholders need to be deeply involved in perpetual learning to close skills deficits. In conclusion, this research offers insights into how innovation, economic growth, and cultural sustainability intersect, while offering guidelines for making important choices as India's emerging economies navigate complex development paradigms.

9. LIMITATIONS OF THE STUDY

There are several limitations for this study. Firstly, it is geographically localized to the Delhi NCR making the findings generalizable to other areas or other countries. Firstly, is it geographically localized like only the Delhi NCR or not. Secondly, a sample size of 200 participants may not adequately reflect the whole of stakeholders within the cultural and creative sectors. The research relies on self-reported data, which may include response bias. Also, due to the cross sectional design, the use of explanatory inferences is limited. There was an emphasis on the quantitative methods, and not an adequate amount of qualitative information. Finally, the results might be sensitive to long-term changes in technology.

10. FUTURE RESEARCH DIRECTION

Further studies can use the approach highlighted in this research by extending the focus of the study through time and examining the study of culturally creative industries in various locations, thereby obtaining dynamic knowledge. Qualitative data, like case studies and interviews with stakeholders, would give more insight into the experiences of the stakeholder and the challenges of digital adoption. Further research can examine how new technologies such as blockchain, metaverse, and cutting-edge AI are utilized in creative endeavors. Furthermore, policy documents, discussions on digital inclusion and skill development should be assessed in order to boost the comprehension of sustainable growth. Multidimensional perspectives could also be provided by a cross-sectoral analysis of creative industries and tourism services, education and tourism, education and smart cities.

CONFLICT OF INTERESTS

None.

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None.

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