

# Research on the Construction of Evaluation Index System for High-quality Development of Cultural Industry – Take 30 Provinces in China as an Example

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**Abstract:** Promoting the high-quality development of cultural industry, adapting to the transformation of the main social contradiction in the new era of China, and steadily improving China's cultural soft power and cultural competitiveness need to be supported by a scientific and reasonable index system for the high-quality development of cultural industry. This study uses the method of rooting theory to inductively deduce the guideline level elements reflecting the high quality development level of cultural industry in the new era, based on which the pathological index cycle method is used to screen the indicators of high quality development of Chinese cultural industry, and finally forms a comprehensive evaluation index system with four dimensions of industrial innovation, industrial coordination, industrial opening and industrial sharing as the primary indicators, eight corresponding categories as the secondary indicators, and 21 specific measurement indicators As a comprehensive evaluation index system of three-level indicators. Its policy significance is: it helps to grasp the overall situation of China's cultural industry development scientifically; it helps to realize the scientific policy of China's cultural industry; and it helps to realize the development goal of "unifying social and economic benefits".

**Keywords:** cultural industry; high-quality development; index system construction; pathological index method

**JEL Classification:** G11; F06; F12

## 1. Introduction

As a "green industry" and "sunrise industry", cultural industry is not only a driving force for economic development, but also a driving force for cultural development. At the same time, as an important path to relieve employment pressure and boost economic growth, the rise of cultural industry has positive strategic significance to improve comprehensive national power and economic vitality. Taken together, realizing the high-quality development of cultural industry is not only an objective requirement to adapt to the transformation of the main social contradiction in the new era, but also a necessary path to enhance cultural soft power and cultural competitiveness.

Studies on the high-quality development of cultural industry has been actively explored by the existing literature and a few research results have been achieved. The cultural industry

should focus on high-quality development, and Zheng (2019) and Zhang (2019) analyzed the path and mechanism of integration innovation to promote high-quality development of the cultural industry. Man (2018) and Wang (2018) analyzed the subdivided industries of the cultural industry. The existent studies simply equate the high-quality development of cultural industry with the improvement of total factor productivity, which obviously limit the whole picture of high-quality development of cultural industry. There is an urgent need to construct a set of multi-dimensional comprehensive index system that can scientifically and objectively reflect the connotation of high-quality development of cultural industry. Although the above-mentioned studies do not directly elaborate the evaluation indexes of high-quality development of cultural industry, their research methods and contents involve total factor production, integration and innovation, intellectual property protection and industrial talent cultivation, which are all important references for the evaluation indexes of high-quality development of cultural industry. Accordingly, this paper tries to make the following academic contribution, on the basis of defining the connotation of high-quality development of cultural industry, constructing a comprehensive evaluation index system with four dimensions of industrial innovation, industrial coordination, industrial opening and industrial sharing as primary indicators, eight corresponding categories as secondary indicators, and 21 specific measurement indicators as tertiary indicators, and adopting the pathological index method to make indicators of high-quality development of Chinese cultural industry further screening.

## 2. Theoretical Part

### *2.1. Definition of the Connotation of High-quality Development of Cultural Industry*

High-quality development of cultural industries is very characteristic of China, so the connotation of high-quality development of cultural industries is mainly sorted out by the research of Chinese scholars. In studying the connotations, high-quality research is broadly based on two perspectives.

First, based on the five development concepts of innovation, coordination, green, openness, and sharing, high quality has a very rich connotation (Gao, 2020; Li & Wang, 2019), and it is believed that high quality development is an overarching concept, including the coordination and upgrading of economic structure and other aspects. Secondly, based on the concept that high-quality development should shift from "quantity" to "quality", it is believed that an important step of high-quality development is to stop expanding factor inputs and shift from unsustainable old kinetic energy to total factor productivity, which can continuously generate new power (He & Shen, 2018; Zhang & Liao, 2019).

Therefore, this paper defines the connotation of high-quality development of cultural industry as follows: Firstly, high-quality development of cultural industry is a new development concept, which is the development concept of "double-effect unification, social-effect priority" and "quality first, efficiency priority" that must be adhered to. Secondly, the high-quality development of cultural industry is a new development mode, which is digitalized, mixed and intensive development mode. Once again, the high-quality

development of cultural industry is a new development path, which is the systematic development path of modern cultural industry with creative innovation as the core and digital technology as the support.

## *2.2. Preliminary Construction of Evaluation Index System for High-quality Development of Cultural Industry*

The cultural industry is a significant component of the industrial structure of the entire nation, and has become a new growth point and support point for promoting economic development in the industrial restructuring and transformation. As a key part of the industrial economy, the cultural industry is bound to be profoundly influenced from industrial organization, industrial development and industrial policies. Therefore, to build an evaluation index system for the high-quality development of China's cultural industry, it is necessary to take industrial organization theory, industrial development theory, industrial policy theory, etc. as guidance and adhere to the new development concept. Because of this, the initial design of the evaluation index system for the development of the cultural industry that was produced in this study is as follows.

### **Innovative Development of China's Cultural Industries**

Innovation is the main driving force for the high-quality development of cultural industry, and is an important way to improve cultural confidence and promote cultural prosperity. For the construction of innovation dimension sub-indicators of cultural industry, this paper constructs 2 secondary indicators based on the guidance issued by the Ministry of Science and Technology on the national innovation capacity evaluation index system: ① Innovation resources. Innovation resources are the basis for innovation in cultural industry. The number of innovation subjects, their innovation consciousness and the stock of knowledge, technology and information they accumulate are important reflections of the level of innovation capacity of cultural industry in a region. ② Innovation performance. Innovation performance is an important indicator to measure the efficiency and effectiveness of innovation. For the measurement of innovation performance of cultural industry, it can be done in terms of innovation output such as innovation input funds, number of patents, number of new products, etc.

### **Coordinated Development of Cultural Industries in China**

Coordination is an inherent requirement for the high-quality development of cultural industries. The high-quality development of cultural industry is inevitably the development of regional coordination and urban-rural coordination. Based on the existent research such as Yu (2021), this paper constructs three secondary indicators to measure the degree of coordination in the development of cultural industry: ③ Resource coordination. Cultural resources indicate spiritual and cultural influence that generate direct and indirect economic returns to associated individuals, which is an important foundation for the development of cultural industry in a region and directly affects the development of local cultural industry. ④ Urban-rural coordination. Urban-rural coordination is an important goal for the coordinated

development of cultural industry. The degree of coordination between urban and rural areas is mainly reflected by measuring the ratio of per capita cultural and entertainment consumption expenditure of urban and rural residents. ③Policy coordination. The difference of policy support for cultural industry in each region is an important factor leading to the unbalanced development of cultural industry. Generally speaking, the intensity of policy support for cultural industry is positively correlated with the level of cultural industry development. The higher the cultural industry policy support, the higher the level of cultural industry development.

### Open Development of China's Cultural Industries

Openness is both the way to national prosperity and the way to high-quality development of the cultural industry. Openness is important for the productivity of cultural industries (Lv & Dong, 2018). It can be seen that the high-quality development of cultural industry must adhere to openness. Combining with the actual situation, this paper constructs 2 secondary indicators for measuring the openness of cultural industry: ①Inbound tourism. The status of inbound tourism is a reflection of the size of the international competitiveness of the cultural industry. ②Cultural exchange. Cultural exchange is positively correlated with the degree of openness of cultural industry. The more frequent the external cultural exchange, the higher the degree of openness; the sparser the external cultural exchange, the lower the degree of openness.

### Shared Development of China's Cultural Industries

Shared development is the fundamental purpose of high-quality development. Cultural products are the fruits of reform and development, the fruits of common creation by the masses of the people, and should be shared by the masses of the people. Xi Jinping pointed out that "it is the essential requirement of socialism that the general public share the fruits of reform and development." Therefore, in the industry sharing dimension, this paper constructs a secondary indicator: access to cultural products and services. The people's common access to cultural products and services is the rightful meaning of shared development of cultural industries.

Thus, based on the principles of quantifiability, hierarchy and comparability, this paper builds an evaluation index system for the high-quality development of cultural industry by drawing on the index system construction method in China Cultural Industry High-Quality Development Index (2019), and constructs an evaluation index system for the high-quality development of cultural industry with four dimensions of industrial innovation, industrial coordination, industrial opening and industrial sharing as the first-level indicators.

In summary, the preliminary construction of the evaluation index system of high-quality development of cultural industry is shown in Table1.

In the process of constructing the above index system, the construction of primary indicators is based on the new development concept, the construction of secondary indicators is based on the reality and the research of scholars such as Yu(2021), and the tertiary indicators are obtained from the China Culture and Related Industries Statistical Yearbook, China

Table 1. Evaluation index system of high-quality development of cultural industry based on new development concept

Tier 1 Indicators	Secondary indicators	Tertiary indicators
Innovation	Innovative Resources	Investment in cultural industry innovation funds
		Innovation labor input intensity in cultural industries
		Density of employees in the cultural manufacturing industry
		Density of cultural manufacturing enterprises
	Innovation Performance	Production efficiency of new products in the cultural industry
		Invention patent output of cultural enterprises
Copyright Acquisition for Cultural Enterprises		
Coordination	Resource Coordination	Total number of artifacts in the collection
		Number of public cultural facilities
		Number of A-class scenic spots
	Urban-rural coordination	Ratio of per capita cultural and entertainment consumption expenditure of urban and rural residents
	Policy Coordination	General public budget spending on culture, sports and entertainment than
Share of cultural expenses in financial expenditure		
Open	Inbound Travel	Habitat tourism brand attraction
		Habitat tourism consumption attraction
	Cultural Exchange	Number of cultural exchange projects
		Number of participants in cultural exchange activities
Share	Access to cultural goods and services	Number of artifacts collected per capita
		Number of public library collections per capita
		Public library floor space for 10,000 people
		10,000 people have the floor space of mass cultural facilities

Culture and Cultural Relics Statistical Yearbook, China Statistical Yearbook, China Tourism Statistical Yearbook, China Financial Yearbook, and relevant industry reports and government websites.

### 3. Methodology

This part intends to use the "pathological index cycle analysis" method (Chen, 2019) to quantitatively screen the foreign trade quality development evaluation index system. Its advantage is that, on the one hand, the indicators that contribute to the overall information overlap of the index system are eliminated, so that the overall information overlap of the screened index system is very low; on the other hand, based on correlation analysis, the indicators with large information overlap between indicators are eliminated, so that the information overlap between the indicators of the screened index system is controllable. The specific steps are as follows.

#### 3.1. Screening of Indicators Based on the Reduction of Overall Information Overlap

Step 1: Calculate the eigenvalues of the matrix of efficiency indicators for high-quality development of China's cultural industry.

First calculate the matrix by equation (1), the characteristic equation  $X^T X$  of the eigenvalues  $\lambda_1, \lambda_2, \dots, \lambda_n$ .

$$|X^T X - \lambda_j E_n| = 0 \quad (1)$$

Step 2: Calculate the pathological index of the efficiency index of high-quality development of China's cultural industry.

Calculate the pathological index of n evaluation indicators  $SI_n$ :

$$SI_n = \sqrt{\lambda^* \max / \lambda^* \min} \quad (2)$$

Step 3: Calculate the pathology index after excluding individual indicators.

After eliminating the single index  $X_i, (i = 1, 2, 3, \dots, n)$  of the index system of the high-quality development efficiency of Chinese cultural industry, the pathological index  $SI_{(n-1)i}$  of the remaining  $n - 1$  measurement indicators is calculated. The pathological index  $SI_{(n-1)i}$  of the remaining  $n - 1$  indicators was calculated successively according to equations (1) and (2).

Step 4: Calculate the overall information overlap contribution  $SI_n \square i = 1, 2, 3, \dots, n \square$  of index  $X_i, (i = 1, 2, 3, \dots, n)$ .

$$SI_{i1} = SI_n - SI_{(n-1)i} \quad (3)$$

Step 5: Eliminate the indicators that contribute the most to the overall information overlap in the measurement index system.

$$S_{j1} = \max[SI_{i1}, 1 \leq i \leq n] \quad (4)$$

Stopping condition of information overlapping index screening: If the pathological index of all the remaining indicators is not greater than 10, the screening of information overlapping indexes will be stopped. Otherwise, follow the above steps to continue the screening of information overlapping indicators for the remaining indicators, and the cycle repeats until the pathological index of the remaining indicator set is no more than 10.

### 3.2. Indicator Screening Based on Reduced Information Overlap Between Individual Indicators

Based on the above pathological index cycle analysis, after screening the indicators with the goal of reducing the overall information overlap on the efficiency of high-quality development of China's cultural industry, the remaining indicators may have the problem of information overlap among individual indicators, and the information overlap indicators are further screened using the Person correlation coefficient matrix with the goal of reducing the information overlap among individual indicators.

Step 1: Calculate the Person correlation coefficient matrix between the  $h$  remaining indicators.

$$r_{ij} = \frac{\sum_{k=1}^m (x_{ki} - x'_i)(x_{kj} - x'_j)}{\sqrt{\sum_{k=1}^m (x_{ki} - x'_i)^2 (x_{kj} - x'_j)^2}} \quad (5)$$

According to the inter-indicator  $r_{ij}$  the Person correlation coefficient matrix  $R$  between the  $h$  remaining indicators was obtained.

$$R = (r_{ij})_{h \times h} \quad (6)$$

Step 2: Calculate the coefficient of variation of each measure.

$$cv_i = \sqrt{\frac{1}{m-1} \sum_{k=1}^m (x_{ki} - \frac{1}{m} \sum_{k=1}^m x_{ki})^2} / (\frac{1}{m} \sum_{k=1}^m x_{ki}) \quad (7)$$

Step 3: Eliminate measures with high information overlap between indicators Based on the Person correlation coefficient matrix R between indicators, we eliminate measures with high information overlap between indicators and reduce the higher information overlap between individual indicators. That is, if

$$|r_{ij}| > r_0 \quad (8)$$

This indicates that there is a high degree of information overlap between the measurement indicators and. Therefore, the one with the smaller coefficient of variation should be eliminated to avoid the problem of low overall information overlap in the high-quality development indicator system of the cultural industry, but still significant information overlap between individual indicators. In Eq. (8), the  $r_0$  is the threshold value of information overlap screening among individual indicators. Obviously, the  $r_0$  the larger the value is, the more significant the information overlap among individual indicators is reduced, but at the same time, the more indicators are eliminated and the more information is lost, which is not conducive to the comprehensiveness of the comprehensive measurement. Therefore, the  $r_0$  the size of the correlation needs to be carefully weighed to determine, this paper based on the judgment criterion of correlation relationship, take  $r_0 = 0.9$

On the other hand, based on the correlation analysis, we eliminate the indicators with large information overlap between indicators, so that the overall information overlap of the screened index system is low. On the other hand, based on the correlation analysis, indicators with large information overlap between indicators are excluded, so that the degree of information overlap between indicators in the screened index system can be controlled. Therefore, this method reduces the negative impact of overlapping information of indicators on the comprehensive measurement, and makes the constructed index system for measuring the high-quality development of Chinese cultural industry more scientific and reasonable.

#### 4. Results

According to the construction principles of the evaluation index system, it has been possible to filter out the indicators we consider important through qualitative analysis and evaluation. However, the influence of some indicators on the evaluation results may in fact be weak, and only we empirically consider them important. In order to solve the possible problems, this part will further quantitatively screen the 21 indicators that have been qualitatively screened out as mentioned before.

##### 4.1. Metric screening Based on Overall Information Overlap Reduction

###### (1) The first round of screening

First, according to the classification of 21 indicators in the qualitative analysis, the overall indicators were divided into four categories: "innovation", "coordination", "openness" and "sharing". "The pathological indexes of each indicator in each sub-category

were calculated separately by category. The sickness index of the "innovation" subcategory is 82.3393, the sickness index of the "coordination" subcategory is 41.4619, the sickness index of the "openness" subcategory is 9.4481, and the sickness index of the "innovation" subcategory is 9.4482. It can be seen that the morbidity indexes of all the subcategories except for the "open" subcategory are greater than 10, indicating that the overall information overlap of this measure is serious and should be dealt with. This indicates that the overall information overlap of this measure is serious and should be dealt with. Then, each indicator in each subcategory was eliminated in turn, and the morbidity index of the remaining indicators was calculated. The pathological indexes of the remaining indicators were obtained in a similar way as for the overall indicators by using the remaining indicators as a new indicator system.

Finally, the overall information overlap contribution of the indicators is calculated, and the indicators with a large overall information overlap contribution are excluded. The calculation results show that in the first round of screening of the index system, the indicators of "the intensity of innovative labor input in cultural industry", "the number of A-class scenic spots" and "the floor area of public libraries owned by 10,000 people" should be excluded. "The processing of all indicators in this part was done by MATLAB software, and the specific screening results are shown in the following table.

Table 2. First round screening of indicators

Indicators		Morbidity index	Pathological index after excluding Xi	Overall information overlap contribution of the indicator	Information Overlap Indicator Screening Results
Innovation	X1	82.3393	68.7063	13.633	Reserved
	X2		14.2872	68.0521	Remove
	X3		25.3607	56.9786	Reserved
	X4		16.6456	65.6937	Reserved
	X5		32.2735	50.0658	Reserved
	X6		29.564	52.7753	Reserved
	X7		24.5171	57.8222	Reserved
Coordination	X8	41.4619	33.5508	7.9111	Reserved
	X9		33.8576	7.6043	Reserved
	X10		32.1067	9.3552	Remove
	X11		40.8677	0.5942	Reserved
	X12		39.1166	2.3453	Reserved
	X13		37.7592	3.7027	Reserved
Open	X14	9.4481	4.4009	5.0472	Reserved
	X15		4.9296	4.5185	Reserved
	X16		4.283	5.1651	Reserved
	X17		5.4229	4.0252	Reserved
Share	X18	47.9388	29.5179	18.4209	Reserved
	X19		28.8508	19.0880	Reserved
	X20		6.2929	41.6459	Remove
	X21		39.0296	8.9092	Reserved



(2) The 2nd round of index screening

According to the above table, after a round of indicator screening, the pathological index of the subcategory "openness" is already below the level of 10, so it is not necessary to eliminate the indicators. However, the overall pathological index of the remaining indicators in the subcategory "innovation" and "coordination" is 14.2872 and 32.1067, respectively, after eliminating the indicators with high repetition, indicating that after eliminating the indicators X2 and X10, the overall pathological index of the remaining indicators is 14.2872 and 32.1067, respectively. Therefore, we need to start the second round of indicator screening for the subcategories of "innovation" and "coordination".

Similar to the screening process of the first round of the indicator system, the remaining indicators after elimination are treated as a new indicator system, both in the measure indicators with the elimination of the two indicators X2 and X10, each indicator is eliminated in turn, and the pathological index of the remaining indicators is calculated, and the overall information overlap contribution degree of the measure indicators is continued to be calculated, and the indicators with the overall information overlap contribution degree are eliminated. From the table, we can see that the three indicators X4 and X8 have the greatest overall information overlap contribution, so we continue to eliminate X4 and X8 on the basis of eliminating the previous indicators, and the results are as follows.

Table 3. Second round of screening of indicators

Indicators		Morbi-dity index	Pathological index after excluding X	Overall information overlap contribution of the indicator	Information Overlap Indicator Screening Results
Innovation	X1	14.2872	12.8317	1.4555	Reserved
	X2		/	/	Eliminated
	X3		12.3958	1.8914	Reserved
	X4		8.2488	4.0384	Remove
	X5		13.0055	1.2817	Reserved
	X6		13.5063	0.7809	Reserved
	X7		13.5743	0.7129	Reserved
Coordination	X8	32.1067	9.7404	22.3663	Remove
	X9		18.1860	13.9207	Reserved
	X10		/	/	Eliminated
	X11		29.9924	2.1143	Reserved
	X12		26.0106	6.0961	Reserved
	X13		14.6772	17.4295	Reserved

According to the above table, after the second round of indicator screening, the pathological indexes of the subcategories "innovation" and "coordination" are 8.2488 and 9.7404 respectively after the elimination of the indicators X2 and X8, both of which have dropped to below 10. The screening of indicators based on the overall information overlap has been completed, and a total of 5 indicators have been eliminated, and the index system for measuring the high-quality development of China's cultural industry has been reduced from 21 indicators to 16 indicators.

#### 4.2. Indicator Screening Based on Reduced Information Overlap Between Individual Indicators

In order to avoid overlapping information among the remaining 16 measures, we need to further screen the overlapping indicators by using the Person correlation coefficient matrix with the goal of reducing the overlapping information among the individual indicators.

According to the data of each indicator, the Person correlation coefficient matrix of 16 indicators is calculated. According to the judgment criterion of threshold  $r_0=0.9$ , it is found that X3 is highly correlated with X14, and X18 is highly correlated with X6, X13 and X15,  $r_{3,14}=-0.9211$ ,  $r_{6,18}=0.9673$ ,  $r_{13,18}=0.9746$ ,  $r_{15,18}=0.9497$ , the coefficients of variation of X3, X6, X13, X14, X15 and X18 were calculated respectively, and the results showed that  $cv_3=0.6002$ ,  $cv_6=0.8454$ ,  $cv_{13}=0.7209$ ,  $cv_{14}=1.2581$ ,  $cv_{15}=0.7605$ ,  $cv_{18}=0.6214$ . According to the principle that the larger the coefficient of variation is, the more important the measurement index is, keep X6, X13, X14, X15, and exclude X3 and X18.

In summary, this paper eliminates 7 indicators from all 21 evaluation indicators of high-quality development of China's cultural industry based on the "pathological index cycle" method. The overall repetition degree is reduced, and the overlap of information between indicators is reduced, so that the comprehensive information repetition degree is reduced and the construction of the index system is more scientific and reasonable. The following table shows the evaluation index system of high-quality development of Chinese cultural industry after "quantitative screening".

Table 4. Evaluation index system of high-quality development of China's cultural industry

Tier 1 Indicators	Secondary indicators	Tertiary indicators
Innovation	Innovative Resources	Investment in cultural industry innovation funds
	Innovation Performance	Production efficiency of new products in the cultural industry
		Invention patent output of cultural enterprises
		Copyright Acquisition for Cultural Enterprises
Coordination	Resource Coordination	Number of public cultural facilities
	Urban-rural coordination	Ratio of per capita cultural and entertainment consumption expenditure of urban and rural residents
	Policy Coordination	General public budget spending on culture, sports and entertainment than
		Share of cultural expenses in financial expenditure
Open	Inbound Travel	Habitat tourism brand attraction
		Habitat tourism consumption attraction
	Cultural Exchange	Number of cultural exchange projects
		Number of participants in cultural exchange activities
Share	Access to cultural goods and services	Number of public library collections per capita
		10,000 people have the floor space of mass cultural facilities

#### 5. Conclusions

High-quality development of cultural industries is an effective market-based development mechanism to achieve cultural prosperity and meet the growing spiritual and cultural needs of the people, as well as an important condition to enhance the international

communication power of Chinese culture, the global competitiveness of cultural industries and the comprehensive soft power of the country. It is urgent to build a set of evaluation systems that meet the connotation of high-quality development of cultural industry in order to assess the degree of high-quality development of China's cultural industry. The high-quality development of cultural industry has emerged as a major strategic proposition and an urgent practical demand. The creation of an assessment index system for the high-quality development of the cultural industries offers a quantitative tool for comprehending the state of the cultural industries' development and aids in the government's formulation of more rational and scientific cultural industries policies.

Conflict of interest: none.

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