

promoting the profit margins of firm B. As a result, the investment of firm A is greater than firm B, the valid input range is [E, D], and the more close to point D, the more possibility to reach cooperation.

IV. THE STRATEGIES ANALYSIS TO PROMOTE THE FORMATION OF CREATIVE INDUSTRIAL CLUSTER

Based on the above analyses of cooperative game between core enterprise and cluster partner, the promoting strategies for the formation of creative industrial cluster are as follows:

1) Improving the effect coefficient of cooperative output. Promoting the output efficiency is benefit for the clustering development of creative industry. The promotion measures are as follows: firstly, integrating elements as resource, talent and technology based on industrial chain; secondly, cultivating and introducing creative talents to bring innovation; finally, strengthen guidance and control of cooperation, communication and feedback of problems timely.

2) Promoting knowledge spillovers and enhancing the synergistic coefficient. Firstly, improving culture collaboration, organizing discussing regularly to form a mutual communication atmosphere; secondly, building the public information platform to facilitate information access, exchange and sharing. Lastly, setting up guiding mechanism to control the expansion of those low resource utilization firms, curb excessive competition to enhance knowledge flow and technical transfer.

3) Increasing the number of cooperation and promoting trust level, which are positively correlated factors. The increased number of cooperation can enhance the mutual understanding and trust which are benefit to establish a long-term and stable cooperative relation.

4) Improving input ratio. The creative industrial clusters are often take axis-wheeled pattern which regards core enterprise as the leader. Increase the input of core enterprise and other enterprises supporting its production to form “upstream development, midstream expansion and downstream extension” industrial chain. The core enterprise transfers some profits to small firms through this pattern.

5) Improving the cooperative probability. The cooperative probability is directly related to potential cooperative interests, industrial associate degree, mutual complementary of assets, cooperative culture in cluster, social transmission mechanism and corporate trustworthiness [6]. The asymmetric information leads to high costs on formation and conduction contracts. Relation contract and “retaliation mechanism of trigger strategy” can effectively curb opportunistic behavior after contracting and improve the credit of enterprises to fulfill their contracts, thus to promote the cooperative efficiency of the entire cluster.

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