

Cluster learning, innovative learning ambidexterity, and renaissance in cultural industry -A path creation example of indigo dyeing industry chain at both Sanxia and Miaoli area in Taiwan

Tingling Lin ¹, Hengyih Liu ²

¹National Taipei University

²Yuan Ze University

[https://doi.org/10.35609/gcbssproceeding.2024.1\(5\)](https://doi.org/10.35609/gcbssproceeding.2024.1(5))

ABSTRACT

Both local development and implementation of innovative policy have significant influence on national economy. The fundamental principle of local industry innovation is embedded in the difference that exists in cultural context of local history and industry trajectory. Local uniqueness is based upon how participants learn to absorb opportunities, explore both inside and outside of cluster, apply assimilated knowledge to provide more learning opportunities co-shared by industry cluster members. Based on indigo dyeing firms at both Sanxia and Miaoli area in Taiwan, this research adopts in-depth interview of multiple participants at both area. There are 16 firms involved in the process of learning and innovation. We are interested in exploring why there exists a totally different cluster landscape between a singular chain connector at Miaoli and more diversified chain connectors at Sanxia area. The local innovative system based on renaissance in cultural industry aims to facilitate knowledge learning and co-sharing for building industry cluster according to the unique trajectory of local historical context. The goal is create innovative value for the industry cluster that assimilates local cultural context. Therefore, this project explores the local cultural learning and innovation process of indigo dyeing in both Sanxia and Miaoli area.

Keywords: Industry cluster, cluster learning, innovative learning ambidexterity, chain connector, Covid-19