

Preface

These Proceedings present the written contributions of the participants of the 2023 2nd International Conference on Creative Industries and Knowledge Economy (CIKE 2023) which was held in the form of virtual conference from March 31st to April 2nd, 2023, at Hangzhou city, China, supported by Sichuan International Studies University, China. This was the second version of the annual meetings that began in 2022.

The Proceedings consist of about 40 contributions that were presented as speeches or presentations at the Conference or as publications in the paper volume. All papers published in this volume of SHS Web of Conferences have been peer reviewed through processes administered by the Proceedings Editors. Reviews were conducted by expert referees to the professional and scientific standards expected of the proceedings journal.

The topics of papers collected in this volume cover but are not limited to: Entertainment Industry, New Media Communication, Advertising and Brand Management, Electronic Commerce, Industrial Cluster and Integration, Marketing Strategy, Human Resource Management and Organizational Behavior, etc..

The three-day scientific program of the CIKE 2023 consisted of Keynote Speeches, Oral Presentations, Poster Presentations and Academic Investigation with the participation of graduate students, professors, researchers and entrepreneurs from China, Malaysia, India, Jordan, Spain, UK, USA, France, Portugal, among others. Moreover, the objective of CIKE 2023 was to bring together national and international researchers in order to establish a network of scientific cooperation with a global impact in the area of creative industries and knowledge economy; to promote the exchange of creative ideas and the effective transfer of scientific knowledge, from fundamental research to innovation applied to industrial and economic solutions and to advance in the development of new research by means of efficient transference of the knowledge between sectors academia and industry.

At the keynote speech part of the Conference, Professor Asad Khalil (Southwest University of Political Science and Law, China) examined the Belt and Road initiative in Arabia from legal and cultural perspectives in his report *The Belt and Road through Arabia; Current Challenges and Future Directions*. He highlighted the role of the Arabia in China's "Belt and Road" initiative taking into consideration that China and the Arab countries have mutual understanding and ancient friendship dating back to the past and to the era of the Silk Road, as well as discussed about the current challenges and future opportunities for the two sides. The speakers' brilliant speeches made the attendees feel like bathing in a feast of knowledge.

We would like to thank the members of reviewers for their kind assistance in reviewing the papers. We would also extend our best gratitude to the keynote speakers for their invaluable contribution and worthwhile ideas shared in the Conference. Special acknowledgements go to the editors and staff of the SHS Web of Conferences for their hard work in making this volume published.

We hope that the series conference of CIKE will be even greater than ever before in the future!

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