

TED FEICHIN TSCHANG SEMINAR  
MONDAY, AUGUST 4<sup>TH</sup> 2008  
1:30 P.M. – 2:30 P.M.  
E2 CONFERENCE ROOM #499

SEMINAR TITLE:

From Video Games to Virtual Worlds: The Nature of Creative Production in Interactive Digital Entertainment.

ABSTRACT:

I will discuss findings from a multi-year study of how video games are developed. The talk first traces evolution of the industry from a period of simpler work where individual creativity and work were synonymous, to one of complex products, which increasingly suffers from the "rationalism" of game publishers. I will explore the ways under which creativity is maintained by both developers and their publishers. To the extent that time permits, I will also discuss my current work to understand the evolution and sustainability of virtual worlds, through a characterization of their social and institutional structures. The implications of the play occurring (in those worlds) for individual notions of identity and the type of 'post-industrialization' path we are on will also be touched on.

TED'S BIO:

Ted Tschang has been assistant professor of management at Singapore Management University since 2001. His research areas are in innovation management and industrial development, in particular, at the industrial and firm level. His recent research interest involves examining how the video game industry has been structured and how creativity enters the product development process (mostly based on qualitative research in the United States, and to a limited extent, in China). From this, he is developing theories of creative organization. Recently, he has been developing theory on how virtual worlds organize and emerge, and its implications for the future evolution of the business on the Internet. A third area of interest covers how the software and IT-enabled services industries develop in emerging regions. He has a Ph.D. in public policy analysis and management from Carnegie Mellon, and earlier degrees in economics and engineering. Prior to SMU, he worked at think tanks for the United Nations University and Asian Development Bank in Tokyo.

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