

**Evolutionary Game of Cooperation between Cultural and Creative Enterprises from Both Sides of the Taiwan Strait:
From the Perspective of Anthropology****Peihua Zhao^{1*} and Yuxin Liu²**¹*Business School of Shantou University, Research Institute for Guangdong, Taiwan*²*Business Cooperation, Shantou University, No. 243, Daxue Road, Shantou, Guangdong, China 515063***Mobile: 86-13642221262, *E-mail: phzhao@stu.edu.cn***KEYWORDS** Cultural Creative Enterprises. Taiwan Straits. Cooperation. Evolutionary Game. Anthropology

ABSTRACT Nowadays, the cultural and creative industry is one of the most dynamic and promising industries in the world economy and has become an emerging force that drives economic development in both Mainland China and Taiwan. Meanwhile, cultural and creative enterprises in both Mainland China and Taiwan are highly complementary to one another so the cooperation in this field between the two sides is an issue in need of more study. This paper applies the evolutionary game theory to construct the evolutionary game model for the cooperation between cultural and creative enterprises from both sides of the Taiwan Strait. All situations under which these enterprises from both sides will cooperate and related indexes are discussed and analyzed. The theory and method of anthropology are then used to revise the conclusions and suggestions to make them more realistic and practical.