

EXPLORING THE NEXUS BETWEEN WORKING BENEFITS AND COMPANY CHARACTERISTICS IN CREATIVE INDUSTRIES

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Abstract

Research background: Creative industries nowadays stand as one of the driving forces behind modern knowledge-based economies. Despite their many advantages, this research focuses on some of the less positive aspects of their development, notably less than optimal working conditions.

Purpose: One aspect that significantly influences working conditions is the provision of working benefits. This paper aims to assess the prevalence of working benefits and determine the company characteristics that influence their distribution.

Research Methodology: The occurrence of individual working benefits is analysed using descriptive statistics tools. To analyse the impact of the selected company characteristics on the prevalence of working benefits, a Working Benefits Model is developed and validated using confirmatory factor analysis tools. Analysed data are obtained from a questionnaire completed by eighty-two small and medium-sized companies in the Czech Republic.

Results: The most common benefits include flexible working hours, home office options, and providing mobile phones and/or laptops to employees. From the perspective of company characteristics, the presence of unpaid work within a company, the number of employees, and the location within highly urbanised centres all significantly impact the prevalence of working benefits.

Novelty: This research enhances the comprehension of working benefits in creative industries, revealing the relationship between company characteristics, and working benefits.

Keywords: creative industries, culture, working benefits, fringe benefits, working conditions

JEL classification: J30, Z10

Introduction

The term creative industries used today was coined in the 1990s along with the associated terms creative economy, creative class and creative cities. The turn of the millennium saw a gradual increase in the number of governments, government agencies, policies, development and educational projects aimed at developing creative industries (Silvio, 2018). This development was intended to restart economic growth stifled by the ongoing deindustrialisation of several advanced economies. However, this time, economic growth was to be built on the population's creativity, skills, abilities and knowledge (Banks, O'Connor, 2009). As a result, the creative industries have gradually become one of the driving forces of the modern knowledge-oriented economy, and the professional discourse on the creative industries has steadily shifted from defining their nature and importance to discussing whether the creative industries can be considered the *loci* of innovation and employment in the modern knowledge-oriented economy. From the initial advocacy of the creative industries, the debate has repositioned to the development of pro-growth public policies, whether at the city, regional, state or national level (Flew, Cunningham, 2010). Today, no one disputes the importance and benefits of creative industries to a country's artistic and cultural life (Bakhshi, McVittie, 2009). Nor does anyone deny their innovation's relevance and growth potential for a country's economy (Gohoungodji, Amara, 2023; Protogerou et al., 2017). However, despite the many positives that the development of creative industries brings with them, there are some downsides that their development revealed. One of these downsides is the working conditions in the creative industries, where the term *exploitation* is used even in academic circles (Cunningham, 2009). Working in the creative industries is often associated with irregular income, extra demands for mobility and flexibility for employees, job insecurity, and unfair remuneration (Eikhof, Warhurst, 2013).

This paper addresses the insufficiently explored working conditions in the creative industries. Specifically, the paper aims to identify the prevalence of working benefits in the creative industries and then further analyse their relationship with selected characteristics of private companies operating in the creative industries. To meet this aim, a model is developed to determine the existence of a statistically significant impact of the selected company characteristics on the presence of the working benefits. The results of this research contribute to better understanding of the work environment and working benefits in a sector of the economy whose internal processes still need to be clarified. The paper is divided into five consecutive parts. The Introduction is followed by the Literature review, which

summarises the current scientific knowledge of working conditions and working benefits in the creative industries. This part is followed by Research methodology, which describes the essential characteristics of the analysed data set, how it was collected, and the methods used in its analysis. The Results and discussion part will describe and discuss all findings from the statistical analysis carried out. The last part of the paper is the Conclusion, which will briefly summarise the findings from the paper for the reader and indicate a possible future direction for scientific research in this area.

1. Literature review

Working conditions in creative industries can present unique challenges that impact employee well-being and satisfaction. One significant problem is the prevalence of long working hours and above-average job demands. The nature of creative work often involves tight deadlines, unpredictable project timelines, and intense pressure to generate innovative ideas or produce high-quality content (Kim, 2024). This can lead to a culture of overwork, burnout, and work-related stress among creative professionals. Additionally, the freelance or contract-based nature of employment in creative industries can result in job insecurity, financial instability, and a lack of access to traditional working benefits and protections (Alacovska, Bissonnette, 2021). Another example of challenging working conditions in the creative industries is unpaid work, which often intersects with issues of privilege, inequality, and labour market dynamics (Siebert, Wilson, 2013; Arnold, O'Brien, 2023). The concept of privilege emphasises how certain individuals are better positioned to endure periods of unpaid work and later gain access to paid positions due to their socioeconomic status or personal connections. This creates an uneven playing field where underprivileged individuals face significant barriers to entering and advancing within the creative industries. Affluent individuals view unpaid work as a means of self-expression and creative freedom. At the same time, those without resources perceive it as exploitative and lacking autonomy, especially when desirable opportunities are inaccessible to them (Brook et al., 2020; Arnold, O'Brien, 2023). The normalisation of unpaid work not only perpetuates existing inequalities but also fosters a culture of fear in the labour market, as individuals are compelled to accept exploitative working conditions in hope of building social capital and securing future employment (Siebert, Wilson, 2013; Hunt, Scott, 2023). As Banks and O'Connor (2017) point out, the actual evolution of working conditions in the creative industries does not match the original ideas of an inclusive, open work environment with equal opportunities for talented individuals to pursue their ideas.

Individuals who seek to sell their services, particularly their talent and ideas in creative industries, are willing to accept far lower entry salaries than in most industries. Their willingness to forego adequate remuneration is partly due to the intrinsic rewards of creative work. To some extent, it is also due to optimism based on the highly publicised instances where new entrants achieve high positions and exceptional remuneration packages (Lampel, Germain, 2016). Although intrinsic motivation prevails, extrinsic motivation still plays a significant role (Cnossen et al., 2019). Furthermore, the creative industries can be highly competitive, fostering an environment where individuals feel pressured to constantly prove their worth and maintain a high level of performance, which can contribute to a culture of perfectionism and self-doubt (Hennekam, Bennett, 2017) and ultimately lead to mental and physical exhaustion (Kim, 2024). However, the value of creative resources is uncertain because the relationship between creative skill and market performance is weakly correlated. Thus, managers in creative industries take higher-than-average risks when recruiting creative talent based on track records (Lampel, Germain, 2016). These factors highlight the importance of addressing working conditions in creative industries to ensure the well-being and sustainable productivity of employees in this sector.

For as long as companies have existed, rewards have been recognised as a significant motivator for employees. Understanding the construct of reward systems and their impact on the company's structure, system, strategies, and employees has been an area of continued intrigue (Werner, Ward, 2004). Given the vast array of financial and nonfinancial reward alternatives at a company's disposal and its myriad of performance priorities, rewards play a strategic role in directing employee performance and aligning employee–organisation interests (Chiang, Birtch, 2012). Employee compensation is critical to achieving organisational goals and increasing employee well-being (Galanaki, 2019). If the goal in a job-finding process is to find one that is satisfying, given a choice, individuals would be better off weighing other job attributes more heavily than pay. For example, intrinsic job characteristics better predict job satisfaction (Judge et al., 2010). Tangible but non-monetary rewards that contribute to direct remuneration and are referred to as working benefits or fringe benefits have been shown to account for up to 30 per cent of total employee compensation and constitute a large part of the operating expenses in most companies (Galanaki, 2019; Laundon et al., 2019).

Working benefits play a crucial role in attracting and retaining talented employees (Urbancová, Šnýdrová, 2017). They are an important component of worker compensation as they are often desirable by employees and can increase job satisfaction. Working benefits can also act as valuable substitutes for wages. Since they are generally less taxed than wages, they

can be purchased at less cost through an employer than if bought on the market. On the other hand, the substitution between wages and benefits can also negatively impact job satisfaction if workers find they must sacrifice wages and accept the provision of a working benefit they do not necessarily desire. For instance, workers' spouses may already have a provision of a particular working benefit, so a second provision of that benefit may be viewed as wasteful and can decrease job satisfaction, especially if wages are lower as a result (Artz, 2010). Perception of justice plays a significant role in employees' attitudes towards working benefits. Employees compare what is available to them with what others receive, and fairness perception is influenced by the uniformity of supervisor decisions and the transparency of communications, policies, and processes related to benefits. The concept of "ghost benefits", theoretically available but not granted in practice, has also been highlighted. Such benefits raise procedural and informational fairness concerns and question the authenticity of benefits communications (Laundon et al., 2019).

Some of the most prominent working benefits in creative industries are flexible working hours and a home office, allowing employees to control their work schedules. Research suggests that flexible working hours positively impact employee satisfaction, work-life balance, and productivity. This benefit accommodates diverse needs and preferences, fostering a supportive work environment (Schlechter et al., 2015). The COVID-19 pandemic has accelerated the adoption of home office arrangements, making it a critical working benefit for many people. Home office arrangements offer increased flexibility, reduced commuting time, and a more comfortable and personalised work environment. Another benefit that is known from many sectors of the economy is contributions to supplementary pension and life insurance, which are valuable working benefits that provide employees with long-term financial security. These benefits signal the organisation's commitment to employee well-being beyond the immediate work context. Such contributions enhance employee loyalty and promote a sense of financial stability. Research suggests that most employees from creative industries do not have access to these benefits (Hennekam, Bennett, 2017).

Investing in employee education and training is crucial in knowledge-intensive industries like the creative industries. Financial support for professional development, certifications, or advanced degrees enhances employee skills and knowledge, improving job performance and creativity. Studies suggest that organisations that offer education and training allowances experience higher employee engagement and increased job satisfaction. It also significantly affects the perceived job attractiveness of a job offering (Schlechter et al., 2015). Allowances for culture, sport, or recreation reflect an organisation's recognition of the importance of leisure

activities and personal interests. These benefits support employee well-being, stress reduction, and work-life balance. This type of working benefit is mainly offered by larger companies with proper Human Resources departments (Urbancová, Šnýdrová, 2017). Extra leave, such as additional vacation days or sabbatical programs, can contribute to employee well-being, job satisfaction, and work-life balance. Extended leave periods allow employees to recharge, pursue personal interests, and maintain a healthy work-life integration. Other commonly provided working benefits are mobile phones and laptops. These devices enable employees to work remotely, collaborate efficiently, and stay connected. Providing a company car has been a traditional practice in certain creative industries, particularly those requiring frequent travel or client interactions. Company cars serve as a means of transportation, symbolise status, and contribute to employee satisfaction and loyalty. It has been shown that a larger company is more likely to offer this type of working benefit to its employees (Urbancová, Šnýdrová, 2017).

In conclusion, working benefits in general and within the creative industries encompass a variety of dimensions, ranging from flexibility and work-life balance to skill development, financial security, and personal well-being. Understanding the impact of these benefits on employee satisfaction, motivation, and overall organisational performance is vital for organisations aiming to attract and retain top talent in the competitive creative sector. By aligning their working benefits with the needs and preferences of their employees, companies can create a supportive and engaging work environment that enhances both individual and organisational success. Nevertheless, it is important to acknowledge and understand that the comprehensive array of working benefits commonly observed within the context of more conventional sectors might not uniformly translate to equivalent provisions for employees in the creative industries. The distinctive characteristics and evolving demands inherent to the creative industries can lead to variations in the types and availability of benefits extended to their workforce, presenting a nuanced landscape where traditional paradigms may not seamlessly apply. This paper, therefore, seeks to examine the extent to which working benefits are provided in the creative industries and to identify the company characteristics that influence their prevalence. To achieve this, the research is guided by the following two research questions:

RQ1: “What is the prevalence of working benefits in the creative industries?”

RQ2: “Which company characteristics influence the distribution of working benefits in the creative industries?”

2. Research methodology

This paper aims to identify the influence of selected company characteristics on the prevalence of working benefits in these companies. The analysed data were obtained through a questionnaire survey focused on small and medium-sized companies in the creative industries in the Czech Republic. The questionnaire was distributed to the companies online in the spring of 2023 when the data collection occurred. The part of the questionnaire concerning the working benefits offered by the company to their employees was optional. Eighty-two businesses completed it. In the Czech Republic, there is a Satellite Account of Culture, which divides culture into three sectors, the Traditional and Artistic Sector, the Audio-visual and Media Sector and the Creative Sector (NIPOS, 2024). The Traditional and Artistic sector includes Cultural Heritage, the Performing Arts, the Visual Arts, Arts Education and Arts and Crafts. Eleven companies that completed the questionnaire belonged to the Traditional and Artistic sector. The second sector is the Audio-visual and Media sector, which includes Film and Video, Music, Radio, Television, Video Games, Books and Print. Thirty-two companies belonged to the Audio-visual and Media sector. The largest representation of respondents, up to thirty-nine companies, belonged to the Creative Sector, which includes Architecture, Advertising and Design.

The traditional selected company characteristics are the Age of the company, Number of employees and Gender composition of employees. In addition to these, characteristics based on the specificities of the creative industries have been selected, namely Presence of unpaid labour, Geographical location in urbanised centres, Presence of public funding, and Prevalence of democratic managerial style. These selected company characteristics were obtained in the form of answers to dichotomous or Likert scale questions. Therefore, the questionnaire survey responses in Table 1 below are described in the form of mode and indicators of minimum and maximum. From the results, it can be stated that the largest group of respondents were companies over 20 years old and with less than five employees. They mostly have a gender-balanced composition of employees, do not have unpaid work, are located in highly urbanised centres, do not use public funding sources and have a predominantly democratic style of corporate governance.

Table 1. Selected company characteristics

Selected Variables	Mode	Minimum	Maximum
Age of company	5	1 (<5y)	5 (>20y)
Number of employees	1	1 (<5)	6 (>50)
Gender composition of employees	3	1 (m)	6 (f)
Presence of unpaid labour	1	1 (no)	2 (yes)
Geographical location in urbanized centres	2	1 (no)	2 (yes)
Presence of public funding	1	1 (no)	2 (yes)
Prevalence of democratic managerial style	2	1 (no)	2 (yes)

Source: own elaboration.

Data obtained from the questionnaires were analysed using descriptive statistics tools. The results of this analysis provide readers with basic information about the dataset. Subsequently, it was possible to use the tools of inferential statistics in the form of a Confirmatory Factor Analysis (CFA), which allowed us to determine the existence of a statistically significant impact of the selected company characteristics on the presence of the working benefits. The functionality of the developed model was thoroughly evaluated through fit indices, namely the Minimum Discrepancy of Degrees of Freedom (CMIN/Df), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA) and Standardised Root Mean-Square Residual (SRMR). The model was also evaluated using the Akaike Information Criterion (AIC) and Bayes Information Criterion (BIC). The selected fit indices are commonly used in a Confirmatory Factor Analysis (CFA) to assess the model's goodness-of-fit and ensure its validity. Together, these indices provide a comprehensive evaluation of model adequacy to represent the analysed data (Soukup, 2022). This paper's Results and discussion section includes all the findings of the analyses performed. IBM SPSS 26 and IBM Amos 22 software were used for the statistical analyses.

3. Results and discussion

Among the working benefits prevalent in the analysed sample of respondents, flexible working hours and the option to work from a home office emerge as the most widespread. In both instances, a significant proportion, surpassing 70% of the surveyed respondents, were found to provide these working benefits to their employees, accentuating a prevailing trend within the organisational landscape where prioritising flexible working hours and remote

work alternatives has become a strategic imperative to attract, retain, and motivate a skilled workforce. The analysis further reveals that aside from flexible working hours and the option to work from a home office, another working benefit that gained prominence was providing a mobile phone and/or work laptop to employees, a practice embraced by a majority of over 50% of the respondents. This highlights a growing recognition among companies of the inherent value in equipping their workforce with essential technological equipment, further enhancing operational efficiency and connectivity and contributing to a more seamless work experience.

The remaining analysed working benefits, namely Extra leave, Allowance for education and learning, Company car, Meal vouchers, Contribution to supplementary pension and/or life insurance, and Allowance for culture, sport, or recreation, were not adopted as frequently within the companies analysed. This underscores a discernible disparity in the prevalence of these benefits, suggesting that while certain companies might prioritise the provision of these benefits, they remain less universally embraced compared to the three already mentioned prominently featured working benefits. The prevalence of every analysed working benefit, together with the label under which they are captured in the resulting model, can be seen in Table 2.

Table 2. Prevalence of working benefits

Working Benefits	Available	Percent	Unavailable	Percent
WB1 – Flexible working hours	60	73.2	22	26.8
WB2 – Home office	58	70.7	24	29.3
WB3 – Mobile phone and/or laptop	47	57.3	35	42.7
WB4 – Extra leave	30	36.6	52	63.4
WB5 – Allowance for education and learning	28	34.1	54	65.9
WB6 – Company car	24	29.3	58	70.7
WB7 – Meal vouchers	19	23.2	63	76.8
WB8 – Contribution to supplementary pension and/or life insurance	17	20.7	65	79.3
WB9 – Allowance for culture, sport or recreation	7	8.5	75	91.5

Source: own elaboration.

All of the chosen company characteristics described in Table 1 were incorporated into the framework in the early model creation stage. However, a subset of these characteristics did not manifest statistically significant effects on the presence of the analysed working benefits in companies. The initial discovery reveals that, within the analysed sample of companies, the company's age lacks statistical significance regarding its impact on the presence of working

benefits. Likewise, the variabilities in the gender composition of the employees were observed to exert negligible influence on the prevalence of working benefits. Another company characteristic excluded from the final model due to its statistically insignificant impact on the prevalence of working benefits is the presence of public funding. The final excluded company characteristic is the prevalence of a democratic managerial style. An additional adjustment integrated into the model encompassed the bifurcation of existing working benefits within the company into two latent factors. This decision was driven by the notably higher prevalence and correlation between the WB1 – Flexible Working Hours and the WB2 – Home Office. The final version of the constructed model can be observed in Figure 1, which graphically depicts the resultant model alongside the standardised weights of individual regression coefficients and the correlation coefficient.

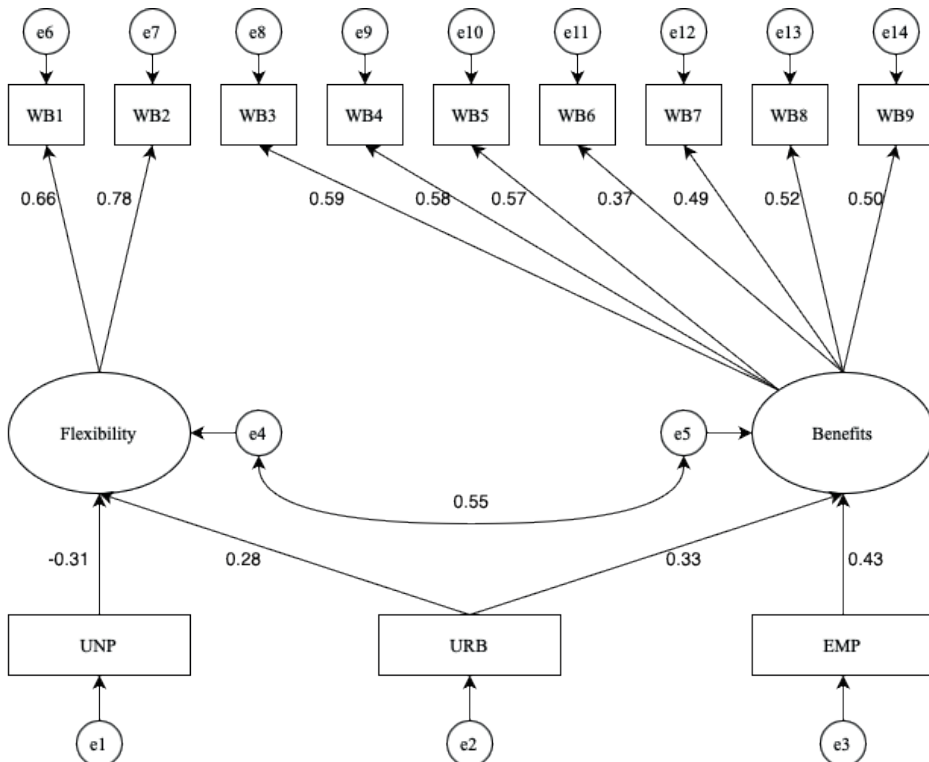


Figure 1. Proposed Working Benefits Model

Source: own elaboration.

The proposed Working Benefits Model identifies and demonstrates the impact of external company characteristics, namely the presence of unpaid labour, number of employees and the presence of a company within highly urbanised centres, on the provision of working benefits in the analysed set of companies operating in the creative industries. There are two latent factors in the resulting model, namely the Flexibility factor, encompassing the variables WB1 and WB2, and the Benefits factor, encompassing the variables WB3 to WB9. The presence of unpaid work, denoted as UNP in the model, within the analysed sample of companies had a statistically significant negative effect on the Flexibility factor. Thus, the presence of unpaid work in a company negatively affects the presence of flexible working hours and home office benefits, which are the most frequently occurring working benefits.

The manifest variable denoted as EMP in the model, which indicates the number of employees within the analysed companies, exhibits a statistically significant impact on the Benefits factor. This implies that as the number of employees in a company increases, the likelihood of the company offering working benefits WB3 to WB9 to its employees also increases. Similarly, it can be noted that the working benefits WB1 and WB2 are so intrinsically connected to employment within the creative industries that companies offer them to their employees irrespective of their employee count.

The manifest variable responsible for measuring the presence of analysed companies within highly urbanised centres denoted as URB in the model was found to have a statistically significant impact on both the Flexibility factor and Benefits factor. Hence, when a company was situated in a highly urbanised area, it consistently impacted in a positive way the provision of all analysed working benefits. In the context of the competitive landscape characterising creative industries, this association is explicable through the lens of heightened challenges in attracting and retaining quality employees within major urban centres. Consequently, companies operating within such environments are inclined to offer a more comprehensive package of working benefits. Although a geographical concentration of creative industries is present, the specific patterns vary from country to country (Lazzeretti et al., 2008). Creative industries are always directly linked to local conditions, so it is necessary to study them in their local conditions (Porfírio et al., 2018).

Beyond its theoretical contribution, the Working Benefits Model also provides a practical tool for companies to assess and adapt their working benefit strategies. From a practical perspective, these insights enable businesses to strategically refine their benefit structures. Smaller firms, for instance, may prioritise flexible arrangements to compensate for financial constraints, while those in urban centres might focus on enhancing their benefits

to remain competitive in the job market. Additionally, organisations that rely on unpaid work should be aware of the potential drawbacks and consider revising their approach to maintain a fair and attractive working environment. All the relationships existing in the model, namely regression weights and correlations, together with their standard deviations and p-values, are depicted below in Table 3.

Table 3. Working Benefits Model regression and correlation weights

Relationship	Reg. Est.	Std. Reg. Est.	Std. Error	p-value
WB1 ← Flexibility	1.000	0.664	–	–
WB2 ← Flexibility	1.208	0.780	0.319	0.001
WB3 ← Benefits	1.000	0.589	–	–
WB4 ← Benefits	0.953	0.576	0.248	0.001
WB5 ← Benefits	0.936	0.575	0.244	0.001
WB6 ← Benefits	0.577	0.368	0.213	0.007
WB7 ← Benefits	0.707	0.487	0.208	0.001
WB8 ← Benefits	0.727	0.522	0.203	0.001
WB9 ← Benefits	0.477	0.496	0.138	0.001
Flexibility ← UNP	–0.192	–0.314	0.078	0.015
Flexibility ← URB	0.182	0.279	0.087	0.037
Benefits ← URB	0.215	0.333	0.082	0.009
Benefits ← EMP	0.096	0.428	0.029	0.001
	Cov. Est	Cor. Est	Std. Error	p-value
e4 ↔ e5	0.036	0.547	0.014	0.014

Source: own elaboration.

The assessment of the proposed Working Benefits Model's functionality was conducted through the utilisation of Fit Indices. In particular, a range of metrics, including the Minimum Discrepancy of Degrees of Freedom (CMIN/Df), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR) were employed for the comprehensive evaluation process. The values of all these fit indices met the desired values and confirmed the ability of the model to represent the analysed data sample correctly. Their specific values, along with the recommended values, according to (Hatcher, 2013), can be seen in Table 4. At the same time, the model's functionality was verified through the Akaike Information Criterion (AIC), where the value of the Default Model (106.699) was significantly lower than the Saturated Model (156.000). The same goes for the Bayes Information Criterion

(BIC), where the Default Model (169.273) had a lower value than the Saturated Model (343.724). These results indicate a better fit for the created model than the saturated model.

Table 4. Working Benefits Model's fit summary

Criterion	Model Value	Desired Value
CMIN/Df	1.052	< 5
Goodness of Fit Index	0.904	> 0.900
Tucker-Lewis Index	0.975	> 0.950
Comparative Fit Index	0.980	> 0.950
Root Mean Square Error of Approximation	0.025	< 0.060
Standardised Root Mean-Square Residual	0.077	< 0.080
	Default Model	Saturated Model
Akaike Information Criterion	106.699	156.000
Bayes Information Criterion	169.273	343.724

Source: own elaboration.

Conclusions

A deeper understanding of the internal processes of creative industries, alongside a shift from macroeconomic to company-level research, is essential for addressing suboptimal working conditions. Within the context of the creative industries, it is a well-documented fact that working conditions are often less than ideal and, in some cases, even perceived as unfair or exploitative. Working benefits are a critical factor that can substantially influence an employee's job satisfaction and serve as a means to offset the comparatively lower financial remuneration prevalent in the creative industries when compared to the more traditional segments of the economy. This research proposed a Working Benefits Model that identifies and quantifies the company characteristics that influence the prevalence of working benefits, thus complementing the macro-economic with much needed company-level point of view.

To answer the first research question, it's discernible that certain working benefits are more notably prevalent. These are flexible working hours and the option to work from a home office, which are systematically extended to employees within most of the analysed companies. These benefits are intrinsically linked to the unique demands and creative processes within these industries, emphasising the value placed on adaptable work arrangements and remote work possibilities. Moreover, providing a mobile phone and/or laptop emerges as the

sole other benefit offered by over half of the respondents. This benefit is intricately tied to the previously mentioned work arrangements and underscores the growing need for companies to equip their workforce with the requisite technological devices. This enables employees to stay seamlessly connected to their workplace and perform their duties beyond the traditional office environment. None of the remaining working benefits exhibited a comparable level of adoption compared to the three aforementioned benefits within the analysed sample.

Having identified the most prevalent working benefits, the focus is now turned to the second research question, which examines the company characteristics influencing their provision. The Working Benefits Model identified three characteristics that impacted the provision of working benefits. Firstly, the presence of unpaid work caused a decreased likelihood of providing flexible working hours and home office options to employees. Secondly, the size of a company, as indicated by its number of employees, emerged as a significant determinant. In this case, an increase in the likelihood of offering benefits beyond the standard flexible working hours and home office options was observed as the number of employees within the company grew. This suggests that larger companies within the creative industries are more inclined to provide a more diverse array of working benefits. The last analysed characteristic that significantly affected the prevalence of every working benefit is the existence of a company in a highly urbanised centre, where creative industries tend to be concentrated. The prominence of this factor might be attributed to heightened competition for talent within such urban centres, compelling companies to enhance their working benefits packages to attract and retain top talent in an environment marked by fierce rivalry. These findings offer valuable insights into the nuanced interplay between company characteristics and working benefits within this vibrant sector.

The primary constraint lies in the relatively small sample size, which may impact the generalizability of the findings. Given the immense heterogeneity within creative industries, consisting of often highly distinct subsectors, future research should build upon these results through a more in-depth analysis of the offered working benefits within the individual subsectors of creative industries. Consequently, it would be possible to investigate whether there are significant differences in the provision of working benefits between the different subsectors of creative industries.

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