



SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

ST03_02/ST06_12/ST11_04 - Cultural and Creative Entrepreneurship

Proponents:

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Short description:

This track focuses on research and innovative entrepreneurship practices in the arts business and cultural & creative industries (CCI). They have become one of the most important and innovative economic sectors, in which cultural and creative entrepreneurs perceive opportunities and create organizations. Therefore, a scientific focus on entrepreneurship, management and entrepreneurial marketing and finance in creative arts business seems necessary, e.g., personnel management or governance issues. In this context, the topics of key antecedents, effects and specifics of cultural and creative entrepreneurship need to be explored from a theoretical perspective as well as in practice.

Long description:

In Europe and in other Western countries arts businesses and cultural & creative industries (CCI) have become one of the most important and innovative economic sectors, where cultural and creative entrepreneurs perceive opportunities and create organizations. Therefore, a scientific, systematic focus on entrepreneurship, management and entrepreneurial marketing and financing in creative arts business seems necessary. Key antecedents, effects and specifics of cultural and creative entrepreneurship need to be explored from a theoretical perspective as well as in practice. Contributions to this track may address the research topics listed below with methods such as empirical comparative analyses, qualitative analyses and case studies, or theoretical frameworks in cultural entrepreneurship and arts management. Mixed method approaches are also very welcome.

- Interactions and interdependencies between culture, creativity and the economy: To what extent do cultural entrepreneurs promote the local, regional, or national economy? How can the development of the cultural sector be managed and organized? Does economic success foster or inhibit creative, innovative and artistic work? Do creativity and complexity of the arts sector necessitate a particular leadership or management style?
- Individuals and teams, groups and networks: Does management in the arts sectors require specific social and methodological skills and expertises? Do new technologies or tools offer advantages for managing the creative process? What kind of skills and competencies are



most required in the creative and cultural sectors? What role does cultural and artistic creativity play in the context of economic and technological innovation?

- Entrepreneurship in the arts sector: Are there theoretical frameworks for “success factors” of new ventures in creative industries? Do entrepreneurial posture and behaviour have an effect on success? Are there differences between “regular” self-employment and free-lancing in creative industries? What support instruments could be made available to this specific group? Do artists and creative workers require specific methods for identifying, exploring and exploiting opportunity? Which methods and tools are important for innovative marketing in creative industries?
- New ways of financing start-ups and projects in creative industries, in the arts and cultural entrepreneurship: How does this kind of financing work for different kinds of start-ups?
- Arts Governance: Are governance and management complementary streams of necessary entrepreneurial practice? Is there a need for boards of directors to raise funds, liaise with stakeholders, and work on limited resources?
- Strategic Ambidexterity research in the cultural and creative sectors

Keywords:

Cultural and Creative Entrepreneurship

Creative Industries

Start-up and new ventures in cultural and creative business

Entrepreneurial finance in cultural and creative business

Arts business

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 15: Life on land, Goal 17: Partnerships for the goals.

Publication Outlet:

Cultural Management: Science and Education (CMSE)

International Journal of Entrepreneurship & Small Business (IJESB)

International Journal of Arts Management (IJAM)

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>