Track: Cultural and Creative Entrepreneurship (CCE)

Utrecht, the Netherlands, 16-18 October 2019

Track Chair: Elmar D. Konrad, University of Applied Sciences Mainz, Germany

Description of the track

The arts and cultural sector and in particular, the creative industries, are growing in Europe and in other western societies, as well as in Asia. They have become one of the most important and innovative economic sectors, investigated from Florida’s US-centric position (2005) to Howkins Euro-centric view (2001). Cultural and creative entrepreneurship (CCE) has become a topic of high interest in debates around innovation and growth in the context of the creative industries (Florida 2012) and is an emerging field (Fillis 2000; Fillis and Rentschler 2010; Lounsbury and Glynn 2001; Rentschler 2002) in the wider entrepreneurship scholarly business agenda (Dess and Lumpkin 1996). Cultural and creative entrepreneurship has examined craft entrepreneurs (Fillis 2009), aesthetics of entrepreneurship (Hjorth and Steyaert 2010), entrepreneurship and leadership (Colbert 2003) and arts entrepreneurship (Rentschler 2002) as well the influence of a set of formal institutions on nascent entrepreneurship in the cultural and creative sectors (Vecco and Shrakar, 2018). In this context, cultural and creative entrepreneurs are often seen as pioneers and champions, in particular in their reliance on (social) network-structure (Konrad 2013) and cluster-structures or with respect to their use of information technology in production processes (Jones 2010). These studies have been undertaken from a contemporary perspective or occasionally from a historical perspective (DiMaggio 1982). They have been undertaken by marketing, management and sociology scholars, as well as scholars in business but with an interest in arts and culture. In these authors’ views, cultural and creative entrepreneurs perceive opportunities, take calculated risks to achieve them, create organizations or take them in new directions and find resources to pursue initiatives. In addition, a scientific focus on innovation management in creative arts has become necessary – e.g. human resource management in the leisure industries or governance in the arts (Getz 1997; Rentschler 2015).

In these contexts, the topics of key antecedents, effects and specifics of CCE need further investigation. At the intersections of the management of the arts and in the creative industries and through CCE, numerous topics are relevant to both theory and practice. This track focuses on theory-based and/or empirical research as well innovative and sustainable practices in cultural entrepreneurship, arts management and CCE.

Key topics and research questions of the track

- Entrepreneurial interactions and interdependencies between culture, creativity, innovation and the economy
- Entrepreneurship sustainability in the arts and cultural sector
- Systematization of sustainable start-ups, new ventures, self-employment and freelancing in the cultural and creative industries
Networks and stakeholders who provide essential and sustainable resources for entrepreneurial initiatives
- New ways of successful and sustainable financing arts and cultural entrepreneurship
- Entrepreneurial behaviour effects on managing of arts and culture institutions

We encourage contributions that address one or more of the listed topics, using qualitative analyses and case studies, empirical analyses (such as comparisons of sub sectors, creative industries and countries), developing theoretical frameworks in cultural and creative entrepreneurship and arts and creative industries and deriving innovative methodological approaches appropriate to focused entrepreneurial research in management, finance, arts organizations, creativity and innovation as well as sustainability.

The deadline for submissions is 15th June 2019.
All submissions must use the submission template and use the submission procedure on the webpage otherwise they will not be considered for review.
Download the submission template here
Submit your paper here

The registration for the conference is open until 31st August 2019.
Register here