Track: Cultural and Creative Entrepreneurship

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Track Chair
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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. 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 and is an emerging field in the wider entrepreneurship scholarly business agenda.

Cultural and creative entrepreneurship has examined craft entrepreneurs, aesthetics of entrepreneurship, entrepreneurship and leadership and arts entrepreneurship as well the influence of a set of formal institutions on nascent entrepreneurship in the cultural and creative sectors. In this context, cultural and creative entrepreneurs are often seen as pioneers and champions, in particular in their reliance on (social) network-structure and cluster-structures or with respect to their use of information technology in production processes. Many studies have been undertaken from a contemporary perspective or occasionally from a historical perspective. 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.

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 research and creative and innovative management practices in arts management and CCE.
Key topics and research questions of the track

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 expertise? 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 freelancing 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

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.

**References**


The deadline for submissions is June 1st, 2020. 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 July 31st, 2020. Register [here](#)