



SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of **Transform Business for Good** for the EURAM 23rd Conference.

We look forward to receiving your submissions.

T03_12 - Entrepreneurship for transformations of and through the creative industries

Proponents:

Ellen Loots, Erasmus University Rotterdam; Diana Betzler, Constance, Germany; Erik Gustafsson, School of Business, Economics and Law, University of Gothenburg; Elmar D. Konrad, University of Applied Sciences Mainz; Valeria Morea, University Luav of Venice

Short description:

Entrepreneurship and creativity are considered drivers of transformation, and various economic-social transformations (e.g., digitalization, climate protection, participation) inspire novel and innovative businesses in creative industries. For example, entrepreneurial ecosystems are starting to emerge that provide alternatives to the traditionally 'layered' industrial organization in creative industries. At the same time, experimental approaches that involve the arts, culture, heritage, or creativity, seek to play a role in technological, ecological, and spatial transformations, as well as organizational and behavioral changes. This track, therefore, addresses two interconnected themes: Entrepreneurship for transformations *of* the creative industries, and entrepreneurship for transformations *through* the creative industries.

Long description:

Entrepreneurship and creativity are considered drivers of transformation. Entrepreneurship is a catalyst for bringing new ideas into markets, with the potential to transform (or 'creatively destruct') existing systems. The examples of how sources of various economic-social transformations (e.g., digitalization, climate protection, participation) inspire novel and innovative businesses in creative industries are numerous. As a response to sustainability challenges, pioneering entrepreneurs in architecture and design experiment with circular business models that 'design out' waste and enable products and materials to circulate in the economy. Likewise, craft and artisan entrepreneurs increasingly prioritize value creation over profit maximization and rely on alternatives to mass production and scaling. Furthermore, entrepreneurial endeavors aim at bringing developments in the digital realm to customers, in both more and less commercially oriented creative industries. At the same time, entrepreneurial ecosystems are emerging that provide alternatives to the traditionally 'layered' industrial organization in creative industries. Clear examples can be found in music and film where new providers of production, distribution, and transaction systems use innovative technologies, or in fashion, where coordinated entrepreneurial activity has begun to transform the polluting fast-fashion industry reliant on renewal regarding materials, policy, and attitudes.

From a slightly different perspective, creativity is considered a key driver for change, both at the organizational and societal levels. For example, cross-sector partnerships involving artists, as well as other societal stakeholders, lead to novel ways of tackling major challenges such as those related to the Sustainable Development Goals and Europe's Green Deal. Experimental approaches and collective action that involve arts, culture, heritage, or creativity, seek to play a role in technological, ecological, and spatial transformations as well as organizational and behavioral changes (see, for example, New European Bauhaus). Moreover, increasing attention is posed to informality and collective action in the creative industries, and their role of being actors of transformation especially at the spatial level.

In this track, participants will explore how entrepreneurship plays a role in the transformations that are happening in creative industries and how entrepreneurial initiatives use creativity for change. Diverse perspectives are invited, from micro (individuals, organizations) to macro (industry and system's level), from case studies to sophisticated (granular 'big') data analyses, and in various urban, rural, and digital contexts. Theory development is encouraged. Topics include:

- New forms of entrepreneurial finance and funding
- Business model innovation
- Innovation
- Pioneering case studies of green or fair practices in creative industries
- Bottom-up participatory practices in the creative realm
- The dark sides or risks of transformation
- The conditions for transformation in and through creative industries

Keywords:

Cultural Entrepreneurship

Creative Industries

Entrepreneurial Finance

Business Models

Sustainability

Diversity

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 17: Partnerships for the goals

Publication Outlet:

International Journal of Arts Management (IJAM)

Cultural Trends

Taylor and Francis

For more information contact:

Ellen Loots, Erasmus University Rotterdam, loots@eshcc.eur.nl

AUTHORS GUIDELINES

<https://conferences.euram.academy/2023conference/authors-guidelines-for-full-papers/>