



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Welcome to the workshop:

Co-evolution of Entrepreneurship and Artistic Innovation

Date: **Thursday 30 March 2017**

Time: 10.00 – 16.00

Venue: Malmstensvåningen, Vasagatan 1, School of Business, Economics and Law at the University of Gothenburg

Registration

Register by e-mail to staffan.albinsson@gu.se not later than 10 March. Indicate your preferred paper session. Please state in the e-mail if you would like to have lamb or vegetarian option for lunch, and if you have allergies, etcetera.

Programme:

10:00 Welcome by Astrid Heidemann Lassen, Visiting Professor at Institute of Innovation and Entrepreneurship

10:15 Key note speech: **Markets in Fashion**
Patrik Aspers, Professor, Uppsala University

Prof. Aspers's research has mostly been on sociological theory and economic sociology. Markets are the central topic of his research, and empirically he has mainly studied the fashion industry. Aspers has developed notions like "aesthetic markets", "status markets" and "standard markets".



11:15 Key note speech: **Filipo Brunelleschi and Takashi Murakami - cultural entrepreneurs or entrepreneurial artists?**

Michael Hutter, Professor, Berlin Social Science Centre

Prof. Hutter investigates how artistic ideas are translated into successful commercial production, and how economic growth impacts artistic invention. He examines cases of successful innovation in the creative industries ranging from the Italian Renaissance to the present. This theoretical and empirical study brings together the fields of cultural economics, economic sociology, management studies and cultural history. In doing so, it offers a fascinating study of how creativity has shaped and fuelled commerce.



12:00 Lunch



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13:00

Paper session 1:

Entrepreneurship, Design and Economy

Lisbeth Svengren Holm, Professor,
Director of Business & Design Lab,
University of Gothenburg:
*Leadership and Entrepreneurship in
Design Driven SMEs*

Erik Gustafsson, PhD candidate, Institute
of Innovation and Entrepreneurship:
Fashioning a Venture

Poul Rind Christensen, Professor,
Department of Entrepreneurship and
Relationship Management University of
Southern Denmark:
TB

Astrid Heidemann Lassen, Visiting
Professor at Institute of Innovation and
Entrepreneurship:
*Entrepreneurship and the Swedish
Fashion Industry*

Paper session 2:

Cultural entrepreneurship

Elena Raviola, Researcher,
Gothenburg Research Institute:
*Public ownership in cultural
entrepreneurship*

Mårten Nehrfors, PhD candidate in
musicology, Stockholm University:
*Johann Friedrich Reichardt – an early
musical entrepreneur*

Daniel Ljungberg, Associate senior
lecturer, Institute of Innovation and
Entrepreneurship:
*Entrepreneurship in Creative
Industries as compared to High-tech
and Low-tech Manufacturing: Same,
same, but different in Knowledge
Intensive Entrepreneurship*

Jimi Nilsson, PhD candidate,
Department of Business
Administration:
*Digital disturbance: The survival
(business) strategies of contemporary
musicians in the digital music industry*

15:15

Final comments; closure

Workshop organizers: Astrid Heidemann Lassen and Staffan Albinsson, Institute of Innovation and Entrepreneurship.

**The workshop is funded through a
Business & Design Lab (BDL) planning grant
and by
The Broman Foundation
and
The Visiting Professor Programme
of the School for Business, Economics and Law at the University of Gothenburg**