



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Welcome to the Workshop organized by the Institute of Innovation and Entrepreneurship:

## 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](mailto: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, Wissenschaftszentrum Berlin für Sozialforschung

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. Prof. Hutter suggests a framework where social players move in diverse worlds of value, which leads to a stream of controversies and manias that result in the establishment of new joy products.



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:  
*TBA*

**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 Nehrfor**s, 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, Department of Economy and Society.

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