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# Shaping your research journey: From ISBE to publication

## Taking stock, ISBE 2018 Creative Industries Entrepreneurship SIG research workshop

Dr Charlotte Carey (Birmingham City University) and Dr Stefania Romano (Edinburgh Napier University)

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### **What happened at our June event:**

Our first Creative Industries Entrepreneurship SIG meeting was held in June 2018 in Birmingham, the host city of this year's ISBE. The morning was kicked-off with our track and SIG chairs Dr Charlotte Carey and Dr Stefania Romano who opened the session giving an update on recent research into the current state of publishing within the creative industries entrepreneurship. Here issues around methodology and publication were highlighted. Multiple innovative methods are being deployed by researchers but there appears to be a mis-match between the growth and economic might of the sector and frequency (or lack-there-of) that it features in academic entrepreneurship journals (particularly those 3 and 4\* journals).

This set the scene and was followed by our four guest speakers offering us multiple perspectives (Academic, industry and policy) on the current state of research within this dynamic field of entrepreneurship research.

Vision, Strategies and Tactics for developing collaboration and support research in Creative Industries Entrepreneurship were discussed by

- Prof. Andy Penaluna (Policy perspective)
- Dr. Dimitrinka Stoyanova Russell (HR Academic perspective)
- Lara Ratnaraja (Industry intersection perspective)
- Prof Sarah Cooper – (Entrepreneurship research perspective)

First off our previous track chair Prof Andy Penaluna opened the discussion by identifying research gaps including: design, highlighting cluster gaps and perhaps the 'elephant in the room' the issues around education and stifling (the arts being removed from school curricula) creativity. This led to some serious concerns around the future of our sector as a generation being brought-up who potentially lack creative skills or the least the sector becoming exclusive to those who are able to explore creative disciplines through extra-curricular activity (e.g. music lessons).

Next Dr. Dimitrinka Stoyanova Russell discussed the nature of the sector in terms of 'inductive collaborations'. Here the discussion of research methods was explored again and the importance of the method being appropriate to the sector. She emphasised that it was 'essential to focus on



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creative labour', that 'everyone has to be entrepreneurial within the context of their career'. She also highlighted a number of issues at work within the sector and again exclusion was discussed inasmuch - the quality of one's networks often leading to early exit. Linked to this were a number of gender issues. Collaborations that challenge assumptions and mentorship were seen as key.

Lara Ratnaraja who works as a consultant within the sector gave an industry perspective. Further issues and gaps in research were highlighted particularly around cultural diversity. The importance of collaboration and the need for a brokerage role between academia and the industry 'bi-lateral relationships and value exchange'. In addition she felt strongly that outcomes should be mapped and monitored offering insights to understanding both sides of the relationship. She also flagged the importance of students, the next generation of creative workers.

Professor Sarah Cooper, gave a further academic perspective here again the range and diversity of work and business was highlighted, which in turn requires a range of strategies. She flagged the roles of universities that of objective observers but also blurred boundaries, given the close ties the creative industries have with producing the new generation of the sector and that potentially HE and the institutions within it shape the sector. She raised a number of interesting questions and topics, the need to protecting IP, the role of festivals and their multiplayer effects. This led to questioning in the context of creative industries: what constitutes success? In addition, she helpfully flagged some future research needs including: comparative studies, getting under the skin of the entrepreneurs; that there is a shortage of data there are qualitative papers coming through use longitudinal studies and funding PhD students on collaborative studies. Longer term she highlighted the need for relationships & trust and potential for Co-creation amongst academics and industry. These four talks were followed by a lively debate and Q & A session, networking lunch and an afternoon of 'chair' a structured networking activity which aimed to help develop the network and relationships amongst attendees for future collaboration.