

Entrepreneurship and Small Business Research Institute

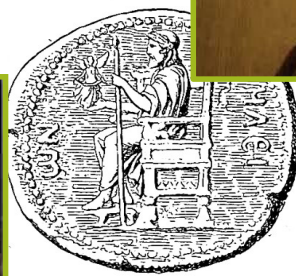
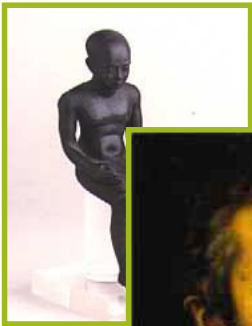
"Cultural Entrepreneurship Excellence"

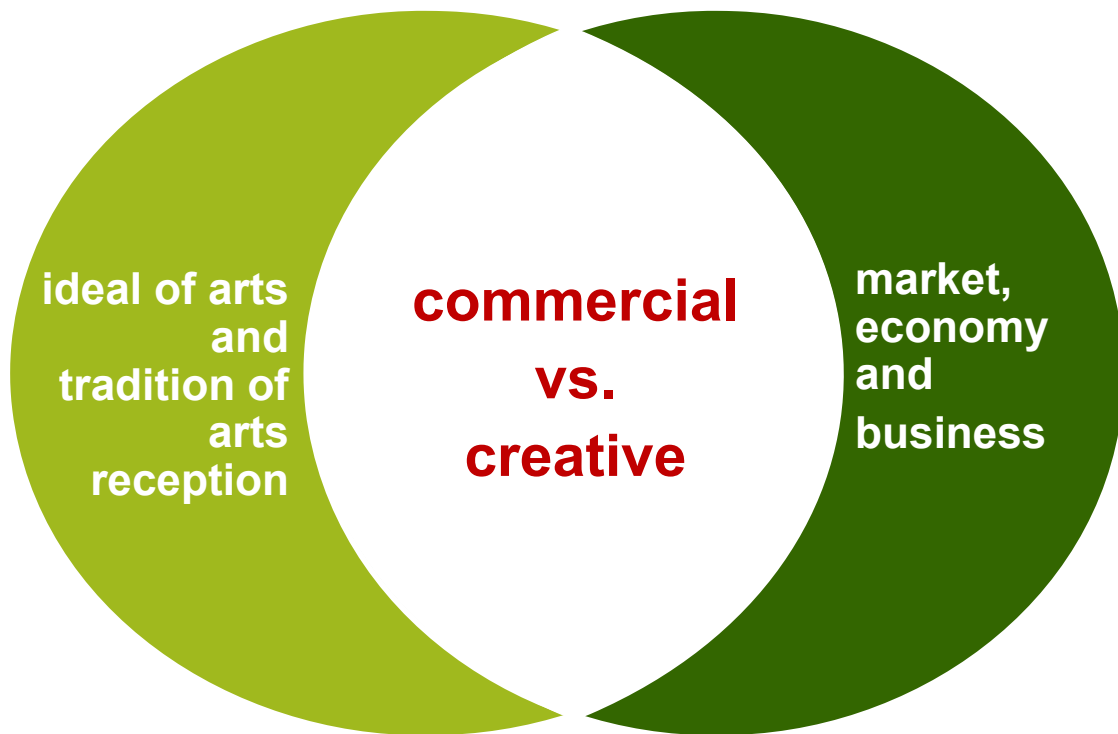
GÖTEBORG, 11 November 2019



Prof. Dr. Elmar D. Konrad
iuh – Institut für unternehmerisches Handeln der Hochschule Mainz

Cultural Entrepreneurs





Definition Entrepreneur/ship

An entrepreneur is a person, who perceives an opportunity and creates an organization to pursue it.

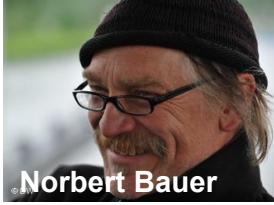
Bygrave / Hofer 1991



“Creative Creators” are in an creative/artistic process, by which individuals – either on their own or inside organization – pursue opportunities without regard to the resources they currently control.

An interpretation after Stevenson / Jarillo 1990

Example

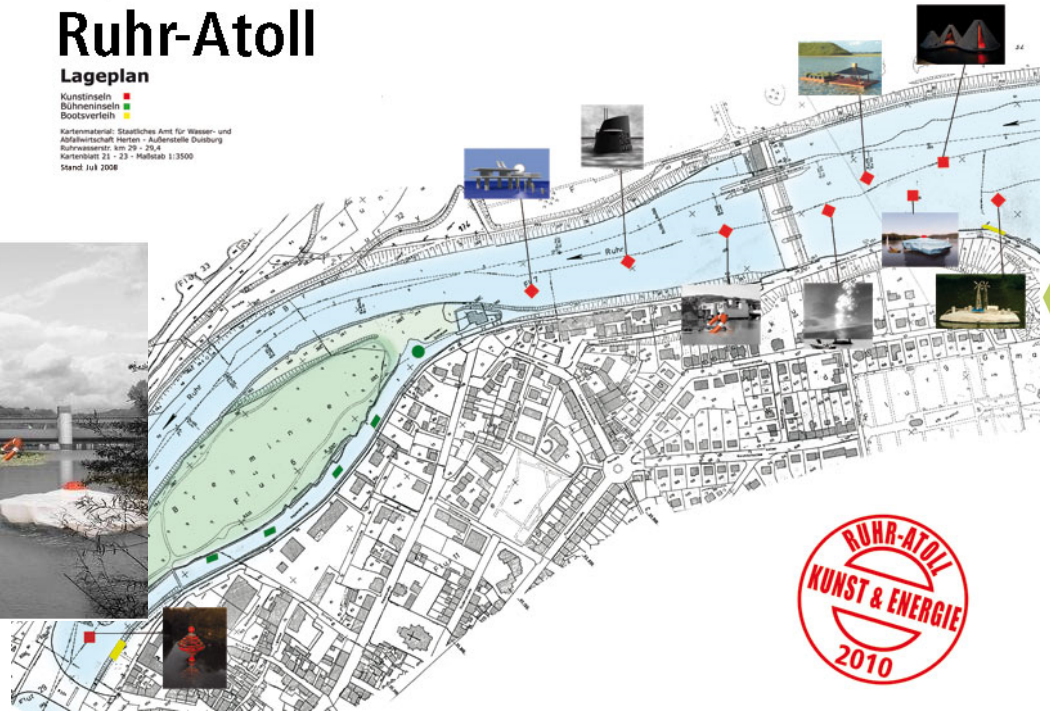


Ruhr-Atoll

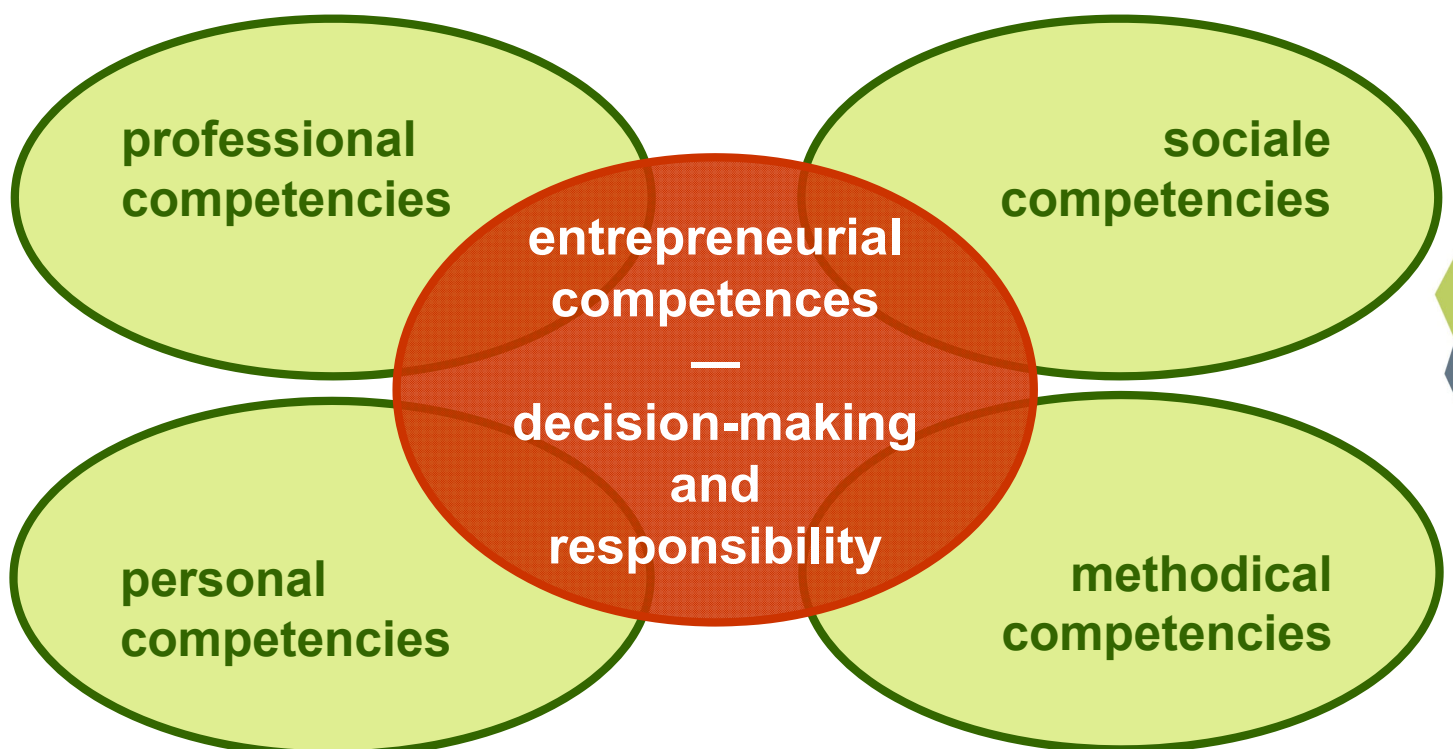
Lageplan

Kunstinsel ■
Bühneninsel ■
Bootsverleih ■

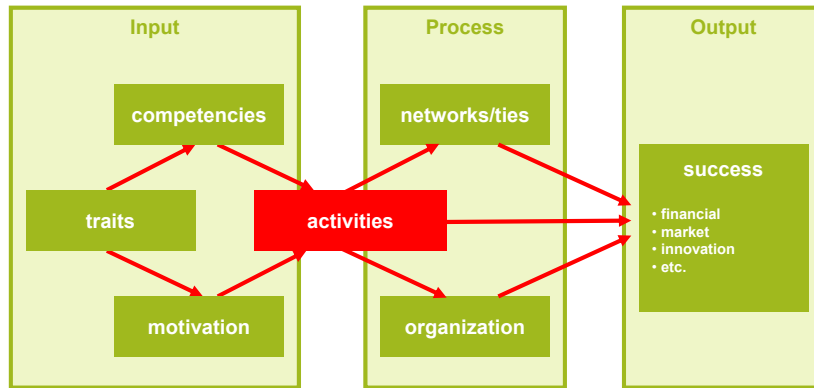
Kartenmaterial: Staatliches Amt für Wasser- und
Müllwirtschaft Muenster - Außenstelle Duisburg
Ruhrwasserstr. km 29 - 29,4
Kartenblatt 21 - 23 - Maßstab 1:3500
Stand Juli 2008



Key Skills

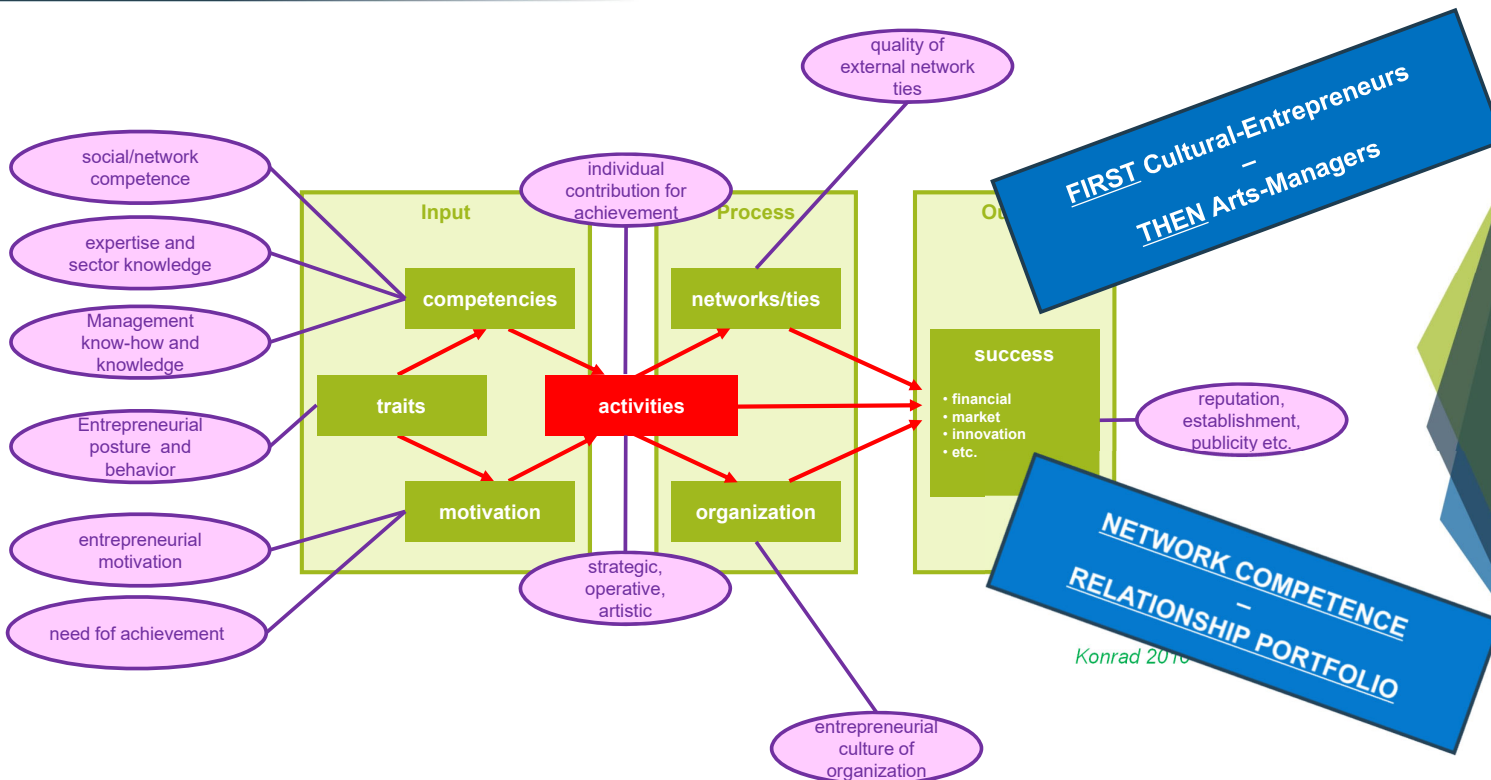


Entrepreneurial Excellence



Konrad 2010

Entrepreneurial Excellence on Success in Cultural Business Sector



Konrad 2010