

BAM 2025 CONFERENCE

Kent
Business School

Cultural and Creative Industries Track

Track Chairs:

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- Dr Holly Patrick-Thomson, Edinburgh Napier University
- Dr Marta Bernal, Open University of Catalunya

Summary:

The Cultural and Creative Industries in the UK and more broadly are facing unprecedented challenges and dilemmas. Funding crises driven by austerity in public budgets blight many cultural organisations, yet as value-led organisations they face dilemmas in accepting sponsorship from corporates accused of 'artwashing'. This is especially the case as artists are widely engaged in boycotting events and organisations which accept sponsorship from corporates seen as 'greenwashing' or 'artwashing'. However, this further undermines the economics of key cultural mediums, such as book festivals. In terms of the rapid rise of Generative AI, some creative jobs are under threat, especially in the freelance sector, because AI tools can produce results faster and cheaper than human labour and there is a fear that actors and artists can be replaced by AI generated avatars. Lastly, the post-Covid travel bounce-back has seen a rapid resurgence in cultural tourism which, while plugging gaps in public funding, has also created civic tensions where tourism is damaging the interests of local residents. The sustainability imperative interweaves these challenges. Many artists and commentators point to the exponential growth of the carbon footprint of AI and the resurgence in cultural tourism is contributing towards growing global emissions from air travel and congestion in destinations.

The growing body of literature on the Cultural and Creative Industries (CCI) responds to the challenges inherent in the sector and the increasing importance of these industries in multiple domains. The heterogeneity of these industries is reflected in the interdisciplinary of this track, that brings together research belonging to different fields such as entrepreneurship, management studies, gender studies, cultural policy and social psychology. It explores the challenges faced in the cultural and creative industries to maximise the impact of research and build a research community across the arts, humanities and social sciences.

The track is an inclusive space, and we encourage submission of a range of philosophical, methodological and theoretical approaches to the track. We especially encourage submissions from early career researchers and those returning to research after a break. Conference delegates will join a supportive international community of academics, policy makers and practitioners that work together providing constructive criticism and pointing at fruitful areas of further research.

The theme for the BAM 2025 conference is *“On the Border: Management Challenges, Business Opportunities and Disrupted Institutional Contexts”*. We welcome papers that address the opportunities of global connectivity and mobility for the cultural and creative industries and explore how cultural values traverse domains in search of new markets, new opportunities, and new lives. We also encourage papers that take the concept of borders in a less geographical way and explore how disrupted institutional contexts shape organisational borders internally and externally with employees, customers, suppliers and competitors. Additionally with many individuals in the CCIs having portfolio careers can they be conceptualised as ‘crossing borders’ in their working lives?

We are open to any papers relevant to the track theme and particularly encourage papers relating to the following topics:

- (Environmental) Sustainability in cultural and creative industries
- The sustainability of the creative freelance ecosystem
- New technological paradigms in the creative industries
- Creative clusters and networks within the creative economy
- Creative industries entrepreneurship
- Solidarity within and across creative occupations
- Discourses of value in and beyond creative industries policy making
- Power, privilege and class in the contemporary creative industries
- Challenging discourses of resilience in the creative industries
- Critical analyses of creative work and workers
- Equality, access and diversity in creative occupations
- Novel sociological approaches to conceptualising the creative industries
- The role of cultural and creative enterprises in placemaking
- Rural creative enterprises
- Business support for creative enterprises
- Artisan and craft entrepreneurship
- Creative practitioner identities
- Studies of specific sub-sectors of the Creative Industries

Beyond the track, we encourage you to engage with the Creative and Cultural Industries Special Interest Group which will provide you with opportunities to develop your networks by linking you with global CCI scholars. Each year we host collaborative events with other BAM SIGs and with fraternal bodies. This year we have hosted 2 webinars with our colleagues in the Società Italiana di Management and we are holding an [in-person symposium on the intersection of AI and creativity in London in April 2025](#), in collaboration with the Innovation SIG. SIG members receive invites to these events and tickets at a free or heavily discounted rate.