

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Cultural and Creative Industries Track

Track Chairs

- Dr Marta Bernal, University of Edinburgh
- Dr Holly Patrick-Thomson, Edinburgh Napier University
- Dr Fiona Whitehurst, Newcastle University

The theme for the BAM 2023 conference is “Towards Disruptive Sustainability: New Business Opportunities and Challenges”. The Cultural and Creative Industries have both a role to play and challenges to meet in that sustainability agenda. According to UNESCO’s 2022 report, Re|shaping policies for creativity: addressing culture as a global public good, culture and creativity account for 3.1% of global Gross Domestic Product (GDP) and 6.2% of all employment. This is one of the youngest and fastest growing economic sectors in the world, but new and ongoing challenges make the creative economy one of the most vulnerable sectors, with the cultural and creative sectors among the hardest hit by the COVID-19 pandemic, with over 10 million jobs lost in 2020 alone (UNESCO, 2022). Worldwide, creative professions remain precarious and unstable, with gender inequality rife and developed countries dominating the trade in cultural goods and services, but there is the potential to foster creative ecosystems that contribute to a sustainable world.

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. 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.

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
- Creative clusters
- Creative industries entrepreneurship
- Networks within the creative economy
- Entrepreneurial emotions
- The effects of the pandemic on creative practice and working conditions
- 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
- The sustainability of the creative freelance ecosystem
- Novel sociological approaches to conceptualising the creative industries
- Business support for creative enterprises
- Artisan and craft entrepreneurship
- The role of cultural and creative enterprises in placemaking
- Rural creative enterprises
- Creative practitioner identities
- Challenging discourses of resilience in the creative industries
- Innovation in creative industries
- 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 to different stakeholders and consolidate your existing relations in our SIG meetings and informal events at the BAM Conference.

Being a member of the Cultural and Creative Industries SIG provides an opportunity for you to develop high quality publications, find new opportunities for collaboration, and to increase the impact of your research.