

The art and development of entrepreneurship

Maede Amirzadeh Vajargah¹, Mehdi Farzpourmachiani², Snjezana Baroness Rajacic³

¹*PhD. in Entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium*

²*Academician of the European Academy of Sciences, Assistant Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium*

³*Academician & President of the European Academy of Sciences, Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium*

Received 10/11/2024

Accepted 20/12/2024

Abstract

The relationship between art and entrepreneurship, as two seemingly different fields, has become an attractive topic for researchers in recent years. On the one hand, art is recognized as a rich source of creativity, innovation and critical thinking. On the other hand, entrepreneurship is considered as the driving engine of economic growth and creating new job opportunities. This research has been done with the aim of investigating the interaction between art and entrepreneurship and identifying the opportunities and challenges in this field. In this research, a combined method including literature study, interviews with artistic entrepreneurs and case analysis have been used. The literature related to art, entrepreneurship and creative economy has been carefully reviewed and compared with the findings from interviews and case studies. The findings of this research show that art can play an important role in the development of entrepreneurship. By using their creativity and artistic skills, artists are able to create innovative products and services that meet the needs of the market. Also, art can be used as a powerful tool for branding and marketing products and services. On the other hand, entrepreneurship can also help artists to turn their ideas into reality and earn money through the sale of works of art. The relationship between art and entrepreneurship has a high potential for creating added value and economic development. By supporting entrepreneurial artists and creating suitable infrastructure, we can help the growth of the creative economy and create employment in this field. This research shows that art and

entrepreneurship are not only two separate fields, but can act as complements to each other and help the sustainable development of societies.

Keywords: Art, Entrepreneurship, Creative Economy, Innovation, Creativity, Branding, Art Businesses

Introduction

In the present era, with the increasing complexity of societies and organizations, entrepreneurship is recognized as a multilateral interaction and a driving force for economic growth. Creating employment, innovation and improving processes are among the key achievements of entrepreneurship that play a significant role in the economic development of countries. According to many economists, entrepreneurs contribute greatly to the dynamism and growth of the economy by creating new products and services, increasing productivity and competitiveness.

In addition to economic dimensions, entrepreneurship also affects social aspects. Entrepreneurs play an important role in social development by increasing the value of work, strengthening the spirit of effort and creating dynamics in the society.

However, the growth and development of entrepreneurship requires a suitable institutional platform. Economic institutions can play a decisive role in the expansion of entrepreneurship by providing infrastructure and creating the necessary incentives. On the other hand, economic security as a key factor in economic growth is closely related to entrepreneurship. Economic security means ensuring the preservation and improvement of people's living standards through the provision of goods and services (1).

As Dabaghi points out, entrepreneurial activities by creating new products, methods and processes affect the performance and economic growth of the country. Also, Naibi emphasizes the importance of entrepreneurship as a multi-faceted interaction and the main factor in economic growth and development (2, 3).

Small and medium businesses are known as the driving engine of economic growth. In our country, these businesses have accounted for more than 80% of economic growth. On the other hand, women, as half of the population, have a high potential to create innovative businesses and develop the economy (4).

In recent years, women's entrepreneurship in the field of art has been raised as an important and attractive issue. By changing attitudes and creating equal opportunities, women artists have been able to play an effective role in the economy of art. Art is not only a means of artistic expression, but can also act as an economic engine (5).

As Maleki points out, the success of women entrepreneurs in developing societies brings social and cultural benefits in addition to economic benefits. In the field of art, women help to develop women's employment and financial independence by creating art businesses (6).

Art has always been recognized as a key element in shaping the cultural identity of societies. In the past, opportunities for activity in the field of art were mainly available to men. However, today, with social and cultural changes, we are witnessing the strong presence of women as artists and art entrepreneurs. With their creativity and unique views, women have created tremendous developments in the field of art. The active presence of women in various fields of art such as painting, photography, music and fashion has not only contributed to the richness of art, but also led to economic and social development.

Theoretical foundations

Entrepreneur: The word entrepreneur is derived from the word Entrepreneur (meaning to undertake), which originally came from French to other languages. The English used three terms with the names of adventurer, undertaker and employer about the entrepreneur. According to them, an entrepreneur is someone who undertakes to organize, manage and assume the risks of an economic activity. In fact, an entrepreneur is someone who has a special

innovation. This innovation can be in providing a new product, providing a new service, designing a new process or innovation in customer satisfaction, etc. Entrepreneurs actually view change as a decisive category, they change values and transform their nature. To realize this idea, they use their risk-taking power. They make the right decisions, and therefore anyone who makes the right decisions is considered an entrepreneur. According to Shumiter, entrepreneurs are the driving force and engine of economic development. He considers the characteristic of an entrepreneur to be innovation. Also, "Jeffrey Timmons" believes that an entrepreneur is a person who creates a valuable vision out of nothing, and an entrepreneur is not a capitalist, but he is able to use stagnant funds well.

Entrepreneurship: Entrepreneurship is a process in which new ideas and thoughts are brought to the market by mobilizing resources through the creation of a business that is accompanied by financial, social, and reputational risk. Entrepreneurship is a quality that enables individuals to start a new activity or develop an existing activity with power and incredible confidence. Although various definitions of entrepreneurship have been presented, most authors and experts generally define entrepreneurship as "the process of identifying economic opportunities, creating new, innovative, and growing businesses and companies to exploit the identified opportunities." They know that as a result of that, new goods and services are offered. In the current economic conditions and the high unemployment rate in our country, unconsciously, the word "entrepreneurship" and the word "employment" have found similar uses, and the word entrepreneurship refers to a set of actions that create employment. Leads to is also used (7).

Entrepreneurship in Art and Employment Creation in Other Sectors

Creating an artistic idea is inherently an entrepreneurial endeavor. From an artistic idea to the stage of its production and supply to the market, a wide range of different strata are employed and a connected chain of various jobs is formed. Creating a work of art starts with a thought, which is the artist's duty. Even before this stage, we are dealing with entrepreneurship. The artistic idea

must be implemented, and for this implementation, we need artistic technicians and various tools. For example, for a movie project, hundreds of artists and technicians and dozens of different equipment manufacturing companies are involved, and even for some new movie ideas, the equipment manufacturing companies are forced to make complex innovations. With a quick look, you can understand how much the artistic idea is also in the implementation stage. Big factories for making video and photography cameras, producing microphones and sound and recording equipment, paint factories for painters, manufacturing workshops, etc., all try to implement artistic ideas as best as possible, and their lives are tied to the life of art. After the production stage, the artwork needs to be supplied. With art you can live, work and survive. It improved both the culture of the society and financial income. This is not a dream. It is a fact that many advanced countries have reached and adhere to. When art and training of artists can create so many jobs, when it is possible to save hundreds of unemployed youths from addiction and depression through the creation of an artistic idea, why do we avoid art so much and pay no attention to it? (8).

Research Method

The method of this article is qualitative, using thematic analysis. The statistical population of the research includes 7 experts in the field of entrepreneurship. Data analysis was done by coding method.

A sample of interviews

Interview 1: with an entrepreneurial artist

Question: What led you to combine art and entrepreneurship?

Answer: I have always believed that art is not just for display in a gallery. Art can be a powerful tool to communicate, create change and even earn money. I decided to use my creativity to create a business and thus bring art into people's everyday lives.

Question: What has been your biggest challenge along the way?

Answer: One of the biggest challenges is finding a balance between the artistic and commercial aspects of your work. Maintaining artistic originality while paying attention to market needs is a difficult task.

Interview 2: With a technology entrepreneur

Question: How can art play a role in the development of technological businesses?

Answer: Art can give identity and personality to our products and services. Creative designs, beautiful user interfaces and unique user experiences are all inspired by art. In addition, art can help us connect more deeply with our audience.

Question: Do you consider collaboration with artists useful for your company?

Answer: Definitely. Collaboration with artists can help us to come up with new and creative ideas. Also, the presence of artists in our team can help improve organizational culture and increase employee motivation.

Interview 3: with an investor

Question: Why do you consider investing in the intersection of art and entrepreneurship to be attractive?

Answer: This field has a very high potential for growth. Art and creativity are the two main driving forces in today's economy. Investing in this field means investing in the future.

Question: What factors do you consider when investing in this field?

Answer: The most important factors for me are the management team, business model and market growth potential. Also, I care a lot about innovation and creativity of the team.

Interview 4: With a government official

Question: What role can the government play in the development of this field?

Answer: The government can help the sector grow by creating the right infrastructure, supporting arts and entrepreneurship education, and creating new markets. Also, supporting artistic and entrepreneurial events can help increase public awareness and attract investors.

Question: What challenges are there in the development of this field in the country?

Answer: One of the main challenges is the lack of financial resources. Also, the lack of entrepreneurial culture and sufficient support for artists is another challenge in this field.

Interview 5: With a university professor

Question: From your perspective, what role does education play in the development of this field?

Answer: Education plays a very important role. Universities should design courses that help students develop their artistic and entrepreneurial skills. Also, the creation of innovation and creativity centers in universities can help the growth of this field.

Question: What advice do you have for students who are interested in this field?

Answer: I advise students to look for opportunities to collaborate with artists and entrepreneurs. Also, participating in workshops and events related to this field can help them to expand their communication networks and benefit from other people's experiences.

Open coding

| Code | sticker | Definition | Example from text |
|-------------|----------------|---|---|
| MOT | motivation | Reasons and motivations for people to enter this field | "I've always believed that art can be a powerful tool to communicate." |
| CHAL | challenge | Obstacles and problems in this field | "Finding a balance between the artistic and commercial aspects of the work is difficult." |
| OPP | opportunity | Opportunities available in this area | "The Digital Arts Market Is Growing." |
| SUP | support | Types of required support (financial, educational, governmental) | "The government can help the growth of this field by creating proper infrastructure." |
| COLLAB | cooperation | The importance of collaboration between artists, entrepreneurs and other stakeholders | "Collaborating with artists can help us come up with new ideas." |
| CREAT | creativity | The role of creativity in this domain | "Art can give identity and personality to our products." |
| EDUC | Training | The importance of education in the development of this field | "Universities need to design courses." |
| MARKET | the market | Target markets and market growth potential | "Digital Arts Market" |
| IDENTITY | identity | Brand or product identity and personality | "Art can give identity to our products." |
| NETWORK | Network | The importance of communication networks | "Students should look for opportunities to collaborate." |

Axial coding

The main concept: development of art businesses

| The core concept | Dimensions | Context conditions | Consequences |
|------------------------------------|---|---|----------------------------|
| Development of artistic businesses | Business model (fundamental, innovative) | Government support (financial, policy making) | Creating employment |
| | Products and services (physical, digital) | Access to technology | Economic growth |
| | Personal branding | Community culture (acceptance of art) | Increasing brand value |
| | Networking | Cultural infrastructure | Development of new markets |
| | Challenges (financial, legal) | Market fluctuations | Business failure |
| | Opportunities (global markets, international cooperation) | | |

Selective coding

"Successful development of artistic businesses depends on several factors, including business model, government support, access to technology, community culture and networking. Innovative business models and the use of new technologies, especially in the digital domain, play an important role in creating unique products and services. To the individual and increase the competitiveness of these businesses. Government support through support policies, financing and the creation of appropriate infrastructures can help the growth and development of these businesses. Also, the culture of the community and the acceptance of the arts also influence the success of art businesses, however, challenges such as market fluctuations, lack of financial

resources and intense competition can also hinder the growth and development of these businesses.

Conclusion

Today, the promotion and development of entrepreneurship is considered as one of the implementation solutions to achieve economic and social development and thus reducing unemployment. In relation to the development of entrepreneurship in the countries of the world, there are various experiences that their application in Iran requires revision and correction according to the country's local conditions. All measures and solutions for the development of entrepreneurship can be classified into three general categories: behavioral solutions, structural solutions and contextual solutions.

The successful development of art businesses is influenced by several factors. Creativity and innovation as the main core of art play a central role in creating unique products and services. Designing a proper and sustainable business model is also of great importance. In addition, strong personal branding, creating extensive communication networks and government and community support are also effective in the success of these businesses.

Art businesses face challenges such as market volatility, lack of financial resources and intense competition. However, there are also opportunities such as the growth of the digital art market, international collaborations and increased public interest in art.

For the successful development of art businesses, it is suggested:

Creating proper infrastructure: The government should help the growth and development of art by creating galleries, art workshops and educational centers.

Financial support for artists: Providing financial facilities, grants and low-interest loans to artists can help them start and develop their businesses.

Promote an entrepreneurial culture in the field of art: Holding workshops and training courses to familiarize artists with the basics of business and entrepreneurship can help them create more successful businesses.

Development of online markets: Using online platforms to sell artworks and establish relationships with customers can help expand the market.

Supporting international collaborations: Creating opportunities for Iranian artists to collaborate with foreign artists and participate in international exhibitions can help increase the awareness of Iranian art.

References:

- 1- Jaafari M, Azari M. Economic Security Reference, Volume II, Tehran: Tadbir Egtesad Research Institute. (2017)
- 2- Dabaghi H, Two-way relationship between women's entrepreneurship and economic security, Iranian Economy and Social Security Journal. (2021); 3
- 3- Naibi M. Principles of entrepreneurship and business skills in Iran, Farhikhtegan-Danesh Publications 1. (2010)
- 4- Salehi R. Investigating the effect of the tendency to growth and entrepreneurship in the owners on the growth of small and medium-sized businesses in the food industry in Tehran, Master's thesis, University of Tehran. (2008)
- 5- Rozbahani R, Farboud F. Investigating the necessity and importance of women's entrepreneurship in economy and art, Art Research Journal. (2015); 9
- 6- Maleki A. Garment Industry, Textile and Garment Industry Monthly, 26th year, (2008); 180
- 7- WangXinyi (2024). E-Learning system application in art entrepreneurship teaching based on multimodal feature fusion and neural network, Entertainment Computing, (2024); (52)
- 8- Simeone L, Secundo G, Schiuma G, Arts and design as translational mechanisms for academic entrepreneurship: The Meta LAB at Harvard case study, Journal of Business Research. (2018); (85): 434-443