

LEVERAGING CREATIVITY

Research workshop agenda

9 June 2020



**Arts,
Entrepreneurship, &
Innovation Lab**



09:00	Welcome remarks - Doug Noonan		
09:15 – 10:30 Panel A1 Arts entrepreneurship in the field	Hyesun Jeong - Café as a Place of Cultural Innovation	09:15 – 10:30 Panel B1 Arts interventions	Jonathan Stewart - Theatre as an Intervention for Empathy Development
	Rebecca Kemper - Howling to Gen-Z > The Immersive ARTrepreneurship of Santa Fe's Meow Wolf		Jillian Hogan - Pedagogical Approach Influences Fourth Graders' Justifications for Visual Art Education
	Girija Kaimal - Exhibitions as Therapeutic Settings that Promote Health, Education and Well-being		Monika Herzig - Anyone Can Improvise: The ABCs of Jazz Education
10:45 – 12:00 Panel A2 Organizations, arts, and entrepreneurs	Ying Li - The show must go on: The unexpected emergence of virtual cinema in art house movie theater industry at the confluence of COVID-19 and the digital age	10:45 – 12:00 Panel B2 Curriculum and capital on campus	Sarah Archino - Reframing the Arts within the Liberal Arts Community
	Jamie Levine Daniel - What constitutes a new nonprofit? Nailing down nonprofit organizational founding		Jeremy Peters - Strategic alignment in arts higher education: embedding core competencies the artists must possess to survive in a portfolio economy
	Jessica Sherrod Hale - Artists as Public Sector Intrapreneurs: An Experiment		Alexandre Frenette - Unpacking the Entrepreneurial Skills Gap: Educational Experiences and Career Outcomes among Arts Graduates
12:15 – 1:30 Panel A3 Crowdfunding in arts and culture	Tobias Bürger - Crowdfunding cultural and commercial ventures: an empirical study on rewards and backer motivation	12:15 – 1:30 Panel B3 Arts entrepreneurship education	Olaf Kuhlke - Co-Designing a Community-Based Entrepreneurship Education Curriculum for Artists and Creatives
	Jared Allen - What Does it Take for Creative Workers to Pivot?		Aparna Katre - Self-Directed Learning on the Runway to

	Leveraging Intangible Resources to Pivot after a Failure		Crafts Entrepreneurship: Learnings from Rural India and a Legacy City in the United States
	Doug Noonan - Coming Attractions: Mobility among Arts-related Crowdfunders		Ben Toscher - Blank Canvas: Explorative Behaviour and Personal Agency in the Arts Entrepreneurship Classroom
1:45 – 3:15 Panel A4	Shoshanah Goldberg-Miller - The Story and the Data: Entrepreneurship in Creative Economy Reports	1:45 – 3:15 Panel A5	Greg Wassall - Arts Majors as Entrepreneurs and Innovators
Thinking about arts in entrepreneurship	Jeff Barbee - The relationship between state-level arts involvement, cognitive outcomes, and innovation	Human capital and supporting early-stage arts entrepreneurs	Bronwyn Coate - Creativity, Risk, Exploration and Social Values
	Adrienne Callander - Building Bridges in Arts Entrepreneurship: A Systematic Review of the Art in Entrepreneurship and the Entrepreneurship in Art		Doug Noonan – Flocking to the Crowd: Homophily, Market size, or Amenities
	Tal Feder - Motivations for self-employed artists: Evidence from the Contingent Worker Survey		Amy Whitaker - Creative Industries and the Mispricing of Risk: Scale, Risk, and Best Use in Artists' Incubator Projects
3:15 – 3:30	Wrap-up - Doug Noonan		



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