

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Elmar D. Konrad
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Country Germany

Brief CV

Dr. Elmar D. Konrad (*11. February 1967) is Professor for Interdisciplinary Start-up Management and Creative Entrepreneurship and the director of the Institute for Entrepreneurship (iuh – Institut für unternehmerisches Handeln) at the University of Applied Sciences Mainz, Germany since September 2010. From 2007 to 2010 he was director of the Department of Cultural Business and Creative Industries at the Technical University in Dortmund, Germany. His research focus and publication activities deal with cultural and creative entrepreneurship and core competences in sectors of the creative industries. Prof. Konrad is a founder and the manager-in-chief of the cultural & creative entrepreneurship research group of the FGF e.V., the community of German-speaking entrepreneurship researchers and entrepreneurship chairs/institutes (www.fgf-ev.de). Since 2014 he is chair of the permanent tracks cultural and creative entrepreneurship and member of the scientific board at 'IECER – Interdisciplinary European Conference on Entrepreneurship Research'. Professor Konrad is also the editor of the Kohlhammer Book Series 'Kreativwirtschaft' (Creative Industries). Since 2022 he is also editorial board member of the 'CIM Journal – Creativity and Innovation Management'. Till 2019 he was the executive spokesman of the think-tank "DENKFABRIK–Hochschulen & Entrepreneurship", an association of 25 German universities. In June 2023, he and his co-authors received the EURAM 2023 Best Paper Award.

On-going research topic

1. Networks in Cultural and Creative Entrepreneurship
2. Entrepreneurial Finance and Promotion in Creative Industries
3. Relevance of Amidexterity in Creative Entrepreneurship

Relevant publications

(1) Konrad, E.D.: (2013). Cultural Entrepreneurship – The Impact of Social Networking on Success. CIM – International Journal Creativity and Innovation Management, Vol. 22(3), pp. 307-319.

(2) Höllen, M.; Lengfeld C. & Konrad, E.D. (2020). Business Success for Creative and Cultural Entrepreneurs Influences of Individual- and Firm-related Factors on Revenue and Satisfaction. IJAM – International Journal for Arts Management, Vol. 22(2), pp. 52 – 65.

(3) Koch, A., Konrad, E.D. & Kock, A. (2023). The Spark that Ignites the Whole: A Case-study on Aggregation Processes of Individual Ambidexterity within Entrepreneurial Teams in the Creative Industries. Proceedings EURAM – European Academy of Management in Dublin, Irland, 14-16 Juni 2023 – (peer-review) • EURAM 2023 Best Paper Award.

Topic of lecture for the students

Cultural and Creative Entrepreneurship

Outline of lecture for the students

In arts, cultural and creative sectors entrepreneurial behaviour and activities are more and more important of cultural business in profit orientated sectors but also of arts management in the non-profit and public sectors. Networks and networking has a central function in the cultural entrepreneurship excellence framework. Efficient and effective networking of cultural

entrepreneurs can have a big influence on success in the business and activities. Content of the lecture: I. An introduction concerning cultural entrepreneurship excellence. II. A theoretical and practical part with a focus about, what are the main activities and efforts for efficient and effective activities in cultural business. III. Aspects of networking effects in the cultural entrepreneurship excellence. IV. Discussion and reflection of some concrete cultural entrepreneurship case studies.