

ICSB Gazette

The Global Leader Supporting Micro-, Small and Medium Enterprises

Monday, August 3, 2020. Issue 76

Arts & Entrepreneurship: A Marriage made on Earth?

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How does Art and Entrepreneurship work together in Harmony?

It wasn't that long ago on Monday, 29 June that an ICSB workshop on the Society for Arts Entrepreneurship Education with Todd Stuart and Josef Hanson was held. That workshop prompted by membership of this dynamic body. Indeed, the workshop resonates with my newfound love in exploring the intersection of business (including marketing & entrepreneurship) with the Arts.

Just to provide a brief context, in my recently published book chapter on Arts Marketing, I explored the longstanding debate between the notions of 'arts marketing' vis-à-vis 'marketing of the arts'. That study delved into various art forms – visual, poetry, literature, music and the performing arts (theatre, dance, film and music), and the intersections of these forms, and provides insights on how to mitigate

any identified challenges confronting the arts marketing discipline – arguably the ‘new normal’ of cultural products and/or production, embellished with heritage cues – and sometimes discussed under the label of the ‘creative industries’.

Put differently, the chapter explored and documented various dimensions of the arts and the marketing of the ‘cultural’ product in its various forms, notably art forms converging around:

- A disused petrol station being transformed into a contemporary art gallery as part of the multi-million-pound regeneration of White City in London;
- Digital Issues around Arts visitors’ evaluation of the augmented reality (AR)-facilitated museum experience and their subsequent purchase intentions;
- An Artist in Residence Project at the Bloomsbury Institute London;
- Unintended place marketing through art making news headlines following an act undertaken by a street artist who used humour to change street names to “Facebook Row” in the railway town of Didcot in the ceremonial county of Oxfordshire and the historic county of Berkshire; and finally
- An expose into the challenges facing a [Manchester Art Gallery](#) following an in-depth interview with the founder and owner.

Reflecting further, it resonates with a recently published academic article in *The International Journal of Management Education*, which explored trends and gaps in Arts education situated in a community adult learning centre in a borough of London. The research enquiry revolves around gaining insights into the prior expectations of ‘non-formal’ learners and the perceived gaps in the content and delivery of the curriculum within this space

The main research question in this study is “to what extent craft courses in adult education settings reflect the holistic needs of learners intending to start-up or scale-up their own ventures?” The findings reveal that the skills currently provided by non-formal and/ or informal adult education providers did not fully match the expectations of the intended beneficiaries. It is also observed that learners did not seem quite ready for what the full educational package involved – in other words, there was a misalignment between curriculum design and actual delivery. This revelation has both theoretical and managerial implications, and especially so for unstructured adult learning curriculum development and provision. The study also has implications for formal education providers such as universities teaching courses on entrepreneurship and adjacent areas – notably craft courses and the Arts.

Here are some of the key highlights:

- The study explores trends and gaps in a community adult learning centre in a borough of London in the United Kingdom.
- It provides deeper insights into the prior expectations of ‘non-formal’ learners and the perceived gaps in curriculum content and delivery within this space.
- The main research question is whether craft courses in adult learning settings reflect the holistic needs of the learners’ start-up/scale-up.
- The study finds that the skills provided by adult learning did not fully match the expectations of learners.



- The revelation highlights the need to redesign the adult learning curriculum –to make the provision fit-for-purpose.
- There are further implications for entrepreneurship education teaching and learning.



About the Author:

Nnamdi O. Madichie, PhD, is Professor of Marketing & Entrepreneurship at the UNIZIK Business School, Awka, Nigeria, as well as Research Fellow at the Research Fellow at the Bloomsbury Institute London and the University of Economics, Ho Chi Minh City, Vietnam. His research straddles broad areas of Marketing & Entrepreneurship cutting across geographic contexts, notably Africa, Asia, Europe and the Middle East. Professor Madichie is also Visiting Professor at the Coal City University, Enugu, Nigeria, and External Examiner at the Liverpool Business School, UK. He is a Fellow of the Chartered Institute of Marketing (FCIM), Fellow of the Chartered Management Institute (FCMI), and Senior Fellow of

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Skye Blanks

Editor, ICSB Gazette

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