



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T01_04 - Arts for Business and Society

Proponents:

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Short description:

We welcome contributions that put arts at the core of 'business for society' research, looking "Now" at the past to pursue the future. Arts and management have been studied as separated concepts either looking at how applying Business to the artistic field or finding how the artists' activities could be managed. We look at art as a source of knowledge, by which management should learn. Accordingly, we refer to the etymological meaning of art, which derives from the latin word Ar-tem (the practice of giving value to the human action) and formerly from the Aryan root Ar (moving onwards).

Long description:

In this track we welcome contributions that put arts at the core of 'business for society' research, where looking at the Business of "Now" means taking in account the past to understand the future. Although Art Management is acknowledged as a research field for around thirty years, it has suffered from the dominance of the North-American Business School model within the broader context of the establishment of management as an academic discipline, in the aftermath of the WWII.

Therefore, art and management have been until recently studied as separated concepts, either looking at ways in which business criteria could be applied in the artistic field, or finding how the artists' activities could be developed in business-based ventures.

Notwithstanding, we look at arts as a millennial source of knowledge, that witnesses as in the ancient world art was meant as *téchne* (τέχνη, craft) that nowadays evolves in *téchne-logos* (λόγος, discourse), hence technology.

Accordingly, we refer to the etymological meaning of art, which derives from the latin word Ar-tem and formerly from the Aryan root Ar. Artem indicates the practice of giving value to the human action, and managing the own interests. The root Ar means moving onwards, thus innovating and renewing. From art derives also artefact (literally done to art) but even artificial, artisan, i.e. produced by humans.



Drawing on the ancient and very societal oriented roots of the word art, we welcome empirical and conceptual papers that address, even not exclusively, the following themes:

Performing and visual arts. Theatre, Dance, General Gymnastics, Magic, Mime, Music Opera, Puppetry, Ventriloquism, comics, movies. To look at as a not exhaustive list for business cases and 'cases for business'.

Creativity: the tool through which art engages humans in adding value. From industry creation to creative industries.

Arts and technology. How do technologies intertwine artistic experiences? And then how do they nurture the managerial knowledge? From sound technologies to multimedial platforms.

Spacing arts. Physical spaces are never neutral in producing and cultivating art. From archaeological sites to urban renewal and smart cities, all these spaces can be addressed to foster to role of art in developing sustainable businesses for societies.

Arts interventions in different fields. From cultural Heritage to Art therapy, looking at inclusiveness and diversity through the lens of the arts.

Keywords:

Arts
Society
Business
Culture

UN Sustainable Development Goals (SDG):

Goal 10: Reducing inequalities, Goal 12: Responsible consumption and production.

Publication Outlet:

Organizational Aesthetics
International Journal of Arts Management
puntOrg International Journal

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>