

Editors' Introduction

Neville Vakhariai
Drexel University

Paul Bonin-Rodriguez
University of Texas at Austin

Welcome to *Artivate: A Journal of Entrepreneurship in the Arts* 10.2. In this issue, we're pleased to publish a broad range of articles that exemplify the breadth and depth of our growing field. No longer a nascent, specialized subject, arts entrepreneurship is maturing into a scholarly field of inquiry that examines the multitude of intersections between arts, artists, enterprise, and society.

The articles in this issue investigate arts entrepreneurship through such diverse perspectives as community development, arts incubators, entrepreneurship theory, and policy frameworks. In "The Network Effect of Arts Incubators," Stan Renard and Gianluca Zanella propose a new metric that can estimate the effectiveness of training programs of arts incubators based on the geospatial distribution of their participants. Alistair Campbell and Helen Rusak study the construct of entrepreneurial orientation of arts managers in Australia in their article, "Entrepreneurial Orientation among Arts Managers in Western Australia," finding that these managers prefer collaboration over the competitive aggressiveness common in other industries. In "Universities as Arts and Cultural Anchors," Amanda Ashley and Leslie Durham identify a changing role for universities; no longer just traditional anchor institutions, they serve as catalysts for creative entrepreneurship and innovation. Shoshanah Goldberg-Miller and Rachel Skaggs interrogate the true policy value of creative economy reports that many regions commonly produce. Using a case study approach to a small arts enterprise, Jonathan Gangi's "Effectual Entrepreneurship in the Arts: The Story of Austin Classical Guitar," delves into how the pivotal concept known as effectual entrepreneurship created a sustainable and successful organization.

This issue also features reviews of two timely books, both reviewed by Jonathan Kuuskoski. William Deresiewicz' book, *The Death of the Artist: How Creators Are Struggling to Survive in the Age of Billionaires and Big Tech*, provides a sobering view of cultural production and late-

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stage capitalism, while Sally Anne Gross and George Musgrave's *Can Music Make You Sick? Measuring the Price of Musical Ambition* explores the harmful mental health issues experienced by music professionals seeking to build their careers. Both books are cautionary tales but provide valuable insights into how artist entrepreneurs can navigate contemporary challenges.

As *Artivate*'s reach and impact continue to grow, we are currently accepting submissions on a rolling basis. We continue to seek peer reviewers who can provide the expertise, insights, and knowledge that will strengthen our work and benefit our field; we are also always seeing additional book reviewers. We encourage you to reach out and get involved.

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