

Peter Zackariasson  
Associate professor  
University of Gothenburg  
peter.zackariasson@handels.gu.se

Elena Raviola  
Assistant professor  
University of Gothenburg  
Copenhagen Business School  
elena.raviola@handels.gu.se

Call for Chapter - Edited book:

# The Arts and Business

## Building a Common Ground for Understanding Current Society

We are pleased to invite you to submit a chapter for our book on the arts and business! This will be published by Routledge in 2016.

The book aims at bringing the arts and business scholars together in a dialogue about a number of key topics that today form different understandings in the two disciplines. The arts and business are often positioned as opposites. Where the one is providing symbolic and aesthetic immersion, the other is creating markets and goods. Yet they frequently deal with the same issues, framing it differently and constructing various solutions. The idea is that **two authors**, one from arts studies and the other from business studies, present, discuss and reflect on how each of these topics has been treated in their respective disciplines. We perceive each chapter as a dialogue (or the result of a dialogue) between two authors on this one specific issue of current social life. In bringing your two views together the chapter has a possibility to develop these into a coherent understanding of society, or expose them to critical differences, in bridging knowledge between the arts and business.

We encourage chapters that address, but are not limited to, the following topics:

- Power
- Audience/Consumer
- Creation/Construction
- Value
- Structure/Hierarchy
- Creativity
- Equality
- Ethics
- Organisations/Organising
- Money/Economy
- Markets
- Agency/Freedom

These topics are all part of the understanding of current society and are central both for arts studies and business studies. We expect these topics to be addressed critically and with academic rigour. The dialogue between arts scholars and business scholars might highlight different kinds of relationships between them: they might be distantly connected, but could also be closely related, conflicting or complementary. In constructing a dialogue around specific concepts each chapter will contribute to the construction of a bridge between the arts and business.

We expect each chapter to outline how a specific topic has been understood in arts studies, as well as in business studies. We also expect the two authors to use these descriptions to carve out a space where the topic can be rendered to reconcile the differences between the two fields.

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## Objective

The aim of this book is to provide arts scholars and business scholars with a book that offers possibilities of building links between them through which thoughts and practices can cross and fertilize the two worlds in a reciprocal way. The book is thus primarily directed toward academics. As a reference material this book will have the potential of offering both critical, theoretical and empirical understanding of these subjects and will guide further exploration and research into this field. Although this dichotomy already has a well-documented existence, it will be reconstructed through a written dialogue between the arts and business. This edited book also will distinguish itself from other works aimed at closing the gap between the arts and business as it does not have a firm standpoint in just one of these fields, but treats them as equals. We believe that by giving the arts and business equal weight we will also create an opportunity to communicate with a wider audience and construct a path forward to enable the arts and business to co exist.

## Revised Time Table

- **27 March 2015:** Abstract submission deadline
  - 1500 word extended abstract in PDF format
  - Short biographies
- **Before end of April 2015:** Announcement of accepted submissions
- **31 July 2015:** First draft deadline
- **30 September 2015:** Second draft deadline
- **30 November 2015:** Final chapter deadline
  - 5000-6000 words

*We are looking forward to receiving your contributions. For questions and/or submissions:*

**Peter Zackariasson, PhD**  
Associate professor in Marketing  
University of Gothenburg  
School of Business, Economics and Law  
Vasagatan 1  
405 30 Gothenburg, Sweden  
Phone +46 31 7865388  
peter.zackariasson@handels.gu.se

**Elena Raviola, PhD**  
Assistant Professor in Organization  
University of Gothenburg  
School of Business, Economics and Law  
& Copenhagen Business School  
Vasagatan 1  
405 30 Gothenburg, Sweden  
Phone +46 31 7865  
elena.raviola@handels.gu.se