BUSINESS DESIGN OR CREATIVE DESIGN: TOWARDS A UNIFYING FRAMEWORK ON DESIGN WITHIN THE CONTEXT OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES (INTERACTIVE PAPER)

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INTERACTIVE PAPER

BUSINESS DESIGN OR CREATIVE DESIGN: TOWARDS A UNIFYING FRAMEWORK ON DESIGN WITHIN THE CONTEXT OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

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Principal Topic

All industries contain elements which can be thought of as creative. Yet, certain industries have creative design at the very hearth. Interestingly, these industries also have high propensity for entrepreneurship, which makes them of significant interest to entrepreneurial research. But, why do these industries hold a high entrepreneurial propensity? One interesting feature of the industries is the methods applied to design novel opportunities. Looking into the general entrepreneurship literature, this does not say much about how entrepreneurs deliberately design an opportunity. So far, the literature has highly relied on the concepts of alertness and discovery, which imply to notice without deliberate search for opportunities. Opportunity design is an almost black box. The paper is a rudimentary effort to fill this box. Ideas from the creative design industries and literature are introduced in order to suggest a framework to explain how purposeful opportunities can be designed.

Methods

First, we roughly maps out the conceptual landscape of opportunity and design in the entrepreneurship literature, and the black box is demarcated. It leads to a delineation of important factors, ideas and concepts from the creative design literature to fill this gap. These are organized and related in a framework on entrepreneurial opportunity design as a deliberate process. The third part exemplifies the framework in light of an illustrative case. Finally, conclusions are drawn and implications of the framework are discussed.

Results and Implications

The research shows that the process of opportunity design depends on the situation confronting the entrepreneur. In situations of known means-ends, opportunity design takes shape of problem-solving. As the problem is known up-front, it is possible through causational and rational problem-solving gradually to solve the mystery of the problem. Opposite, within situations of new means-ends framework, the entrepreneur is faced with a wicked problem, which only shows itself in retrospect. Thus, the process of opportunity design becomes iterative in nature in which problem- and solution space is constantly confronted from process of zooming in and out. From this process it becomes possible to reframe the mystery of the wicked problem, and a new opportunity is constructed.

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