

## **Art Entrepreneurs and the Need for Entrepreneurial Marketing**

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### **Abstract**

The German arts sector has been characterised by a dynamic rise in the establishment of new enterprises. Empirical studies, however, indicate some difficulties with respect to the long-term (economic) success of start-ups in the German arts sector. Against this background, the objective of this paper is to provide, on the basis of a comprehensive literature analysis and a detailed evaluation of recent empirical investigations on the subject, a theoretically grounded explanation for the need of entrepreneurial marketing in the arts sector.