

ARTISAN

ENTREPRENEURSHIP



EDITED BY

VANESSA RATTEN, PAUL JONES,
VITOR BRAGA AND EDUARDO PARRA-LÓPEZ

Artisan Entrepreneurship

This page intentionally left blank

Artisan Entrepreneurship

EDITED BY

VANESSA RATTEN

La Trobe University, Australia

PAUL JONES

Swansea University, United Kingdom

VITOR BRAGA

Porto Politecnico, Portugal

and

EDUARDO PARRA-LÓPEZ

Universidad de La Laguna, Spain



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection © 2022 Vanessa Ratten, Paul Jones, Vitor Braga and Eduardo Parra-López.

Individual chapters © 2022 Emerald Publishing Limited.
Published under exclusive licence

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80262-078-8 (Print)

ISBN: 978-1-80262-077-1 (Online)

ISBN: 978-1-80262-079-5 (Epub)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

Contents

List of Figures	vii
List of Tables	ix
List of Contributors	xi
Acknowledgments	xii
Chapter 1 Artisan Entrepreneurship: An Overview <i>Vanessa Ratten</i>	1
Chapter 2 Handicraft Entrepreneurship <i>Vanessa Ratten</i>	13
Chapter 3 Kazuri Beads – A Case Study on Motivating Talent and Knowledge Transfer in an Artisan Business <i>Natasha Katuta Mwila</i>	25
Chapter 4 Small Business Owners and Social Media Behavior: How Entrepreneurs Use and are Used by New Digital Platforms <i>Alina Sawy and Dieter Bögenhold</i>	33
Chapter 5 Wine Artisan Entrepreneurship <i>Vanessa Ratten</i>	47
Chapter 6 Crises, Innovation and the Co-opetition: Entrepreneurial Responses to the Covid-19 Crisis <i>Sandeep Bhasin and Bhawna Kumar</i>	57

Chapter 7 Portuguese Handicrafts and Artisan Entrepreneurship <i>Vanessa Ratten, Vitor Braga and Jose Antonio Oliveira</i>	73
Chapter 8 Survivability of MSMEs in Maluku: An Analysis on Challenges, Opportunities and Strategic Development <i>Arthur Sitaniapessy, Petrus Usmanij and Vanessa Ratten</i>	87
Chapter 9 Managing Value Co-creation in Partnerships for Sustainability: Toward a Process Model for Stakeholder Integration <i>Guido Grunwald, Jürgen Schwill and Anne-Marie Sassenberg</i>	99
Chapter 10 Funding and Performance Pattern Matrix in the Startup Phase: A Study of Startup MSMEs in Indonesia <i>Maria Rio Rita, Ari Budi Kristanto, Yeterina Widi Nugrahanti and Petrus Usmanij</i>	127
Chapter 11 Artisan Gastronomy in Tourist Destinations: A Business Opportunity <i>Eduardo Parra-López, Almudena Barrientos-Báez and José Alberto Martínez-González</i>	161
Chapter 12 Artisan Entrepreneurship: Future Trends <i>Vanessa Ratten and Petrus Usmanij</i>	171
Index	183

List of Figures

Chapter 4

Fig. 4.1	Shares of Solo Self-employment of the Total Self-employment at the Example of the EU and Selected European Countries – in Percentages	37
Fig. 4.2	Frequency of Professional and Private Social Media Use – in Percentages	39
Fig. 4.3	Types of Platforms According to Professional and Private Use – in Frequencies/Multiple Responses Possible	40

Chapter 6

Fig. 6.1	Cooperating with the Competition during Crisis: Process Innovation	65
Fig. 6.2	Co-opetition Stages	68

Chapter 9

Fig. 9.1	Goal Categories in Partnerships for Sustainability	110
Fig. 9.2	A Process Model of Stakeholder Integration	118

This page intentionally left blank

List of Tables

Chapter 1

Table 1.1	Managerial Implications of Artisan Entrepreneurship	10
-----------	---	----

Chapter 4

Table 4.1	Strong Agreement to Reasons for Social Media Use – in Frequencies	41
-----------	---	----

Chapter 6

Table 6.1	The Chronology of Covid-19 Vaccine Development	61
Table 6.2	The Phases of Vaccine Development	62
Table 6.3	Time Taken to Develop Vaccines for Killer Diseases over Centuries	62

Chapter 9

Table 9.1	Catalog of Questions for the Pre-selection of Stakeholders for Integration	112
-----------	--	-----

Chapter 10

Table 10.1	Funding Pattern of MSMEs/Startup Companies	132
Table 10.2	Classification of the Bootstrapping Funding Method	138
Table 10.3	Evaluation of Startup Business Performance Based on Financial Indicators	140
Table 10.4	Evaluation of Startup Business Performance Based on Non-financial Indicators	143
Table 10.5	Startup Business Funding Pattern Matrix Based on Entrepreneur Characteristics	146
Table 10.6	Startup Business Funding Pattern Matrix Based on Business Characteristics	147

Table 10.7	Startup Business Funding Pattern Matrix Based on Environmental Factors	149
Table 10.8	Complexity, Compatibility, and Performance Measurement Approach Matrix	151

Chapter 12

Table 12.1	Content, Context and Method for Future Research Questions	173
Table 12.2	Comparison between Positivist, Interpretative and Social Constructionist Views of Artisan Entrepreneurship	174
Table 12.3	A Roadmap for Future Research on Artisan Entrepreneurship	175

List of Contributors

Almudena Barrientos-Báez	European University of Madrid, Spain
Sandeep Bhasin	Amity University, India
Dieter Bögenhold	Klagenfurt University, Austria
Vitor Braga	Porto Polytechnic, Portugal
Guido Grunwald	Osnabrueck University of Applied Sciences, Germany
Paul Jones	Swansea University, United Kingdom
Ari Budi Kristanto	Satya Wacana Christian University, Indonesia
Bhawna Kumar	Amity University, India
José Alberto Martínez-González	University of La Laguna, Spain
Natasha Katuta Mwila	De Montfort University, United Kingdom
Marthin Nanere	La Trobe University, Australia
Yeterina Widi Nugrahanti	Satya Wacana Christian University, Indonesia
Jose Antonio Oliveira	Porto Polytechnic, Portugal
Eduardo Parra-López	University of La Laguna, Spain
Vanessa Ratten	La Trobe University, Australia
Maria Rio Rita	Satya Wacana Christian University, Indonesia
Anne-Marie Sassenberg	University of Southern Queensland, Australia
Alina Sawy	Klagenfurt University, Austria
Jürgen Schwill	Brandenburg Technical University of Applied Sciences, Germany
Arthur Sitaniapessy	Politeknik Negeri Ambon, Indonesia
Petrus Usmanij	La Trobe University, Australia

Acknowledgments

Editing this book has been a good experience due to the help of Niall Kennedy. We thank him very much for his support in editing this book about artisan entrepreneurship. As this book has been edited during the current COVID-19 context, it is helpful to think about how artisan entrepreneurs around the world are responding to the change. There has also been more people due to lockdowns and working from home being able to partake in artisan pursuits. This is an interesting change in the global economy and is highlighting the cultural and societal significance that artisans play in the global economy. Each of the editors would also like to thank the following people:

I would like to dedicate this book to my mum Kaye Ratten. I have fond memories of her knitting me a blue cardigan when I was in my teenage years that I wore for a long time. Whilst I cannot knit she did try to teach me this handicraft. My mum also really liked pottery and I remember her making pottery in the backyard shed. Thus, it is crucial that handicrafts like knitting, pottery and other artisan pursuits continue in order to preserve the cultural heritage and family traditions. I also thank my dad David Ratten who has long been interested in artisan pursuits particularly that concerning photography, cooking and painting. Lastly, I thank my brothers Stuart and Hamish, sister in law Tomomi and niece Sakura. Thank you for your support.

Vanessa Ratten

I would like to thank all the contributors to the book including authors, reviewers and the publishing team for their efforts in taking this book to completion.

Paul Jones

I thank the School of Technology and Management – Porto Polytechnic for the institutional support, in particular to my colleagues in the Business Sciences department for their enthusiasm and constant willingness to help. I also thank to my family and close friends, for their honest support throughout life.

This work has been supported by national funds through FCT – Fundação para a Ciência e Tecnologia through project UIDB/04728/2020.

Vítor Braga

I would like to thank all the contributors to the book including authors, reviewers and the publishing team for their efforts in taking this book to completion.

Eduardo Parra-López