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Artisan entrepreneurship: a systematic literature review and research agenda

Artisan
entrepreneurship

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Abstract

Purpose – The purpose of this paper is to review and critique the extant body of literature on artisan entrepreneurship and to develop a research agenda for future studies based on the identified trends and themes.

Design/methodology/approach – A systematic literature review (SLR) was undertaken across 96 journals ranked by the Association of Business Schools. The initial search yielded 86 papers. Further scrutiny of these studies led to the development of exclusion criteria, resulting in a refined list of 32 articles which advance understanding of artisan entrepreneurship. Using an open coding approach, this SLR then identified seven core themes and 16 sub-themes which the extant literature examines.

Findings – This SLR finds that artisan entrepreneurship research contributes to understanding of entrepreneurial behaviour, context, motivation, development, resources, diversity and classification. It provides timely insights into co-competition practices, the reciprocal relationship between place and entrepreneurship and the coexistence of social and economic goals. It also reveals characteristics which facilitate venture development, discovers the mutability of various forms of capital, highlights the necessity of studying diverse experiences and identifies benefits and limits of typologies. Main elements of the resulting research agenda include calls for more quantitative research, further attention to context and more holistic treatment of a wider variety of stories.

Originality/value – This paper presents the first SLR of craft and artisan entrepreneurship research. It not only identifies, analyses and critiques the main streams in the literature, therefore providing an overview of the state of the field, but also highlights areas where this scholarship contributes to understanding of entrepreneurship and upon which future research can build. Artisan entrepreneurship is thus established as worthy of investigation in its own right and as an appropriate context in which to explore entrepreneurial processes. Furthermore, this SLR presents an agenda for future research to advance understanding of artisan entrepreneurship.

Keywords Artisan, Entrepreneurs, Cultural and Creative Industries, Craft, Entrepreneurship, Small firms

Paper type Literature review

Introduction

Artisan entrepreneurship makes significant contributions to the economy and society (Al-Dajani *et al.*, 2015; Luckman, 2015) and has thus generated sustained interest from scholars (Bhagavatula *et al.*, 2010; Kuhn and Galloway, 2015), practitioners (Holmes, 2015; Svejnova *et al.*, 2007) and policies makers (Bouette and Magee, 2015; McAuley and Fillis, 2005). Prior research has shown that artisan entrepreneurs find creative ways to discover and exploit opportunities (Bruni and Perrotta, 2014; Ramadani *et al.*, in press), which often involves turning their hobbies and passions into sustainable businesses (Biraglia and Kadile, 2017; Danson *et al.*, 2015). Artisan entrepreneurs also create social value through work in the community and engaging in prosocial business practices (Cater *et al.*, 2017; Pret and Carter, 2017). Numerous studies have highlighted the importance of artisanal products (Barlow *et al.*, in press; Ranganathan, in press; Verhaal *et al.*, 2015) and their impacts on regional competitiveness and tourism development (Ramachandran *et al.*, 2012; Teixeira and Ferreira, in press; Thomas *et al.*, 2013). At the same time, research has shown that the motives and goals of artisan entrepreneurs are diverse (Fillis, 2004;



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Tregear, 2005) and that their practices can vary significantly depending on the contexts in which they are embedded (Drakopoulou Dodd *et al.*, in press; Pret *et al.*, 2016). As such, it is important to delineate the existing body of research. To date, there is no comprehensive overview of the literature on the subject. This study therefore seeks to advance knowledge by systematically reviewing and critiquing research into artisan entrepreneurship.

In order to facilitate this exploration, it is important to first position the reviewed literature within its knowledge domain and provide definitions. Research into the practices and products of artisan entrepreneurs is situated within the field of cultural entrepreneurship (Johnson, 2007; Jones *et al.*, 2016; Ratten and Ferreira, 2017). As the study of culture and its role in business activities continues to gain popularity (Chua *et al.*, 2015; Dalpiaz *et al.*, 2016; Lounsbury and Glynn, 2001), it has resulted in a rich variety of theoretical perspectives (Gehman and Soublière, 2017; Giorgi *et al.*, 2015). It has been argued that Swedberg's (2006, p. 260) perspective, which defines cultural entrepreneurship as "the carrying out of a novel combination that results in something new and appreciated in the cultural sphere", is most applicable to artisan entrepreneurship research (Pret, 2017). This "making culture" approach originates in DiMaggio's (1982) work, which focuses on the production and distribution of cultural products. Cultural products, in turn, are defined as goods "directed at a public of consumers, for whom they generally serve an aesthetic or expressive, rather than a clearly utilitarian function" (Hirsch, 1972, pp. 641-642). Creating and selling such products lies at the core of both craft and artisan entrepreneurship (Tregear, 2005). Importantly, given that many studies use these terms interchangeably (e.g. Blundel, 2002; Bouette and Magee, 2015; Kuhn and Galloway, 2015), this review of the literature does not differentiate between them, but rather employs artisan entrepreneurship as an overarching label to refer to both.

This systematic literature review (SLR) finds that artisan entrepreneurship research contributes to understanding of entrepreneurial behaviour, context, motivation, development, resources, diversity and classification. In its coverage of these seven main themes, this scholarship provides timely insights into co-competition practices, the reciprocal relationship between place and entrepreneurship and the coexistence of social and economic goals. It also reveals characteristics which facilitate venture development, discovers the mutability of various forms of capital, highlights the necessity of studying diverse experiences and identifies benefits and limits of typologies. In reviewing and critiquing the artisan entrepreneurship literature, this SLR not only provides an overview of the state of the field, but also identifies areas where this scholarship contributes to understanding of entrepreneurship and upon which future research can build. Artisan entrepreneurship is thus established as worthy of investigation in its own right and as an appropriate context in which to explore entrepreneurial processes. Based on the analysis of the extant literature, this SLR also develops an agenda for future research. Main recommendations include pursuing longitudinal and quantitative research, devoting further attention to context and engaging in more holistic treatments of a broader range of cultural contexts and geographic areas.

The next section of this paper presents the methodology adopted by this review, which is followed by the discussion of findings. Subsequently, conclusions are drawn and suggestions for future research directions are made.

Methods

This study employs an SLR approach, which is well-established in entrepreneurship research (Henry and Foss, 2015; Korsgaard, 2013) and appropriate for consolidating literature published across a range of disciplines. Following the guidelines of Tranfield *et al.* (2003), this study performed the steps outlined in Figure 1 to systematically analyse

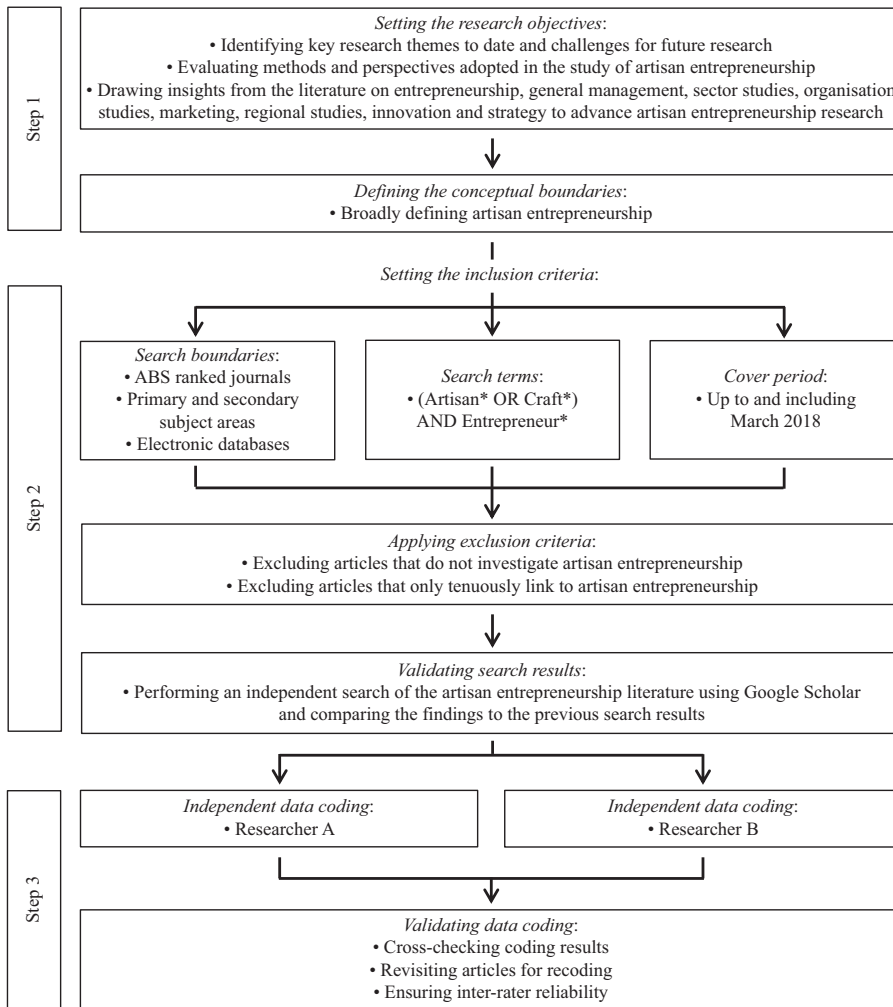


Figure 1. Steps in the systematic literature review

the artisan entrepreneurship literature. Compared with traditional, ad hoc literature reviews, the adopted approach significantly increases the validity, rigour and generalisability of resulting findings (Wilson *et al.*, 2017). First, research objectives and conceptual boundaries were set. As the principle aim of this study was to analyse and critique extant research on artisan entrepreneurship, it set out to evaluate themes and trends in the perspectives, methods, contexts and findings of this dispersed literature. To achieve this goal, a large range of disciplines and journals were investigated. Given that crafts cover many different fields, an inclusive definition was adopted. Drawing on Tregear (2005), this study defines artisan entrepreneurs as *individuals who produce and sell products or services which possess a distinct artistic value resulting from a high degree of manual input*. This conceptualisation accounts for a broad range of makers, from those “whose household income is only partially supported by selling craft work” (McAuley and Fillis, 2005, p. 503), to full-time producers, who craft products of consistently high quality,

allowing them to establish a reputation for their work (Svejenova *et al.*, 2007). Once artisan entrepreneurs start up and develop their own businesses, they are understood to engage in artisan entrepreneurship.

Data collection and analysis

Several inclusion and exclusion criteria were employed to capture relevant, available research on artisan entrepreneurship. Following the examples of other SLRs (Baldacchino *et al.*, 2015; Wilson *et al.*, 2017), the search was limited to articles published in journals ranked by the *Association of Business Schools (ABS) Academic Journal Guide 2015* (Wood and Peel, 2015). While the ABS list has been criticised for various reasons, it has emerged as a widely accepted standard for journal quality and ratings (Rowlinson *et al.*, 2011). Rather than limiting the search to entrepreneurship journals (Korsgaard, 2013) or only the “big five” within this category (Henry and Foss, 2015), this SLR searched seven subject categories which were expected to feature artisan entrepreneurship research: “Entrepreneurship and Small Business Management”, “General Management, Ethics and Social Responsibility”, “Innovation”, “Marketing”, “Organisation Studies”, “Regional Studies, Planning and Environment”, “Sector Studies” and “Strategy”. Journals of high quality (i.e. those ranked at ABS Grade 3 and higher) were targeted by this review, as articles published in these outlets are generally rigorously designed and of high standard (Baldacchino *et al.*, 2015). Within the entrepreneurship category, journals ranked at ABS Grade 2 were also included to ensure that no relevant articles “of an acceptable standard” (Wood and Peel, 2015, p. 7) were omitted from this search. Furthermore, two unranked journals, *Craft Research* and *Journal of Modern Craft*, were included because of their particular relevance.

As shown in Table I, full-text searches for the Boolean search terms “(Artisan* OR Craft*) AND Entrepreneur*” were first conducted in the 96 journals that met the inclusion criteria explained above. While searches of each journal’s electronic database yielded over 5,000 initial results, less than 2 per cent of these articles (86 results) mentioned the search terms in their abstracts, titles or keywords, indicating that dedicated artisan entrepreneurship research is relatively rare. This significant discrepancy was largely due to the diverse uses of the term “craft”, such as “crafting strategy” or “crafting an identity”.

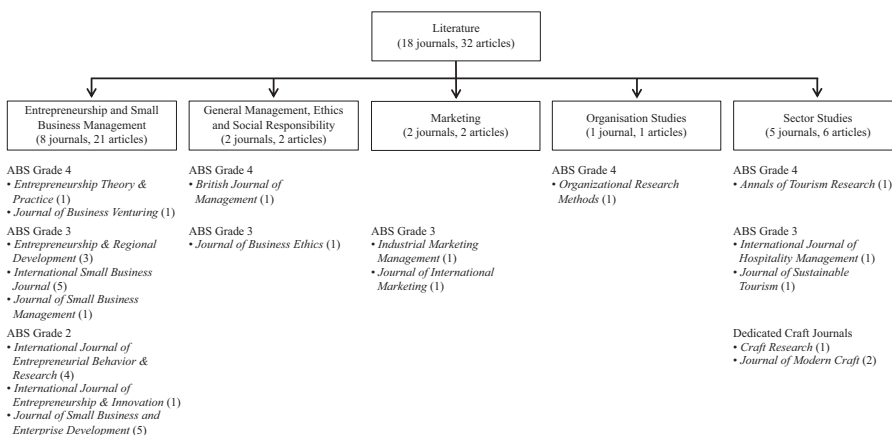
The remaining 86 articles were then studied to determine whether they did, in fact, contribute to knowledge of artisan entrepreneurship, or only maintained a tenuous link to the subject, such as using large samples containing only a minority contingent of artisan entrepreneurs (e.g. Andersén, 2012; Huang *et al.*, 2009; Lee *et al.*, 2004). Papers were

Selection criteria	ABS Grade 4	ABS Grade 3	ABS Grade 2 and dedicated journals	Total
<i>Stage 1: automated selection</i>				
Full text search for “(Artisan* OR Craft*) AND Entrepreneur*”	2,342 articles (33 journals)	3,118 articles (56 journals)	365 articles (7 journals)	5,825 articles (96 journals)
Abstract, title and keyword Search for “(Artisan* OR Craft*) AND Entrepreneur*”	34 articles (12 journals)	31 articles (12 journals)	21 articles (5 journals)	86 articles (29 journals)
<i>Stage 2: manual selection</i>				
Excluding studies that do not investigate or only tenuously link to artisan entrepreneurship	5 articles (5 journals)	14 articles (8 journals)	13 articles (5 journals)	32 articles (18 journals)

Table I.
Sample selection process

independently screened by both researchers to ensure that all relevant articles were included in this review. A total of 32 papers were selected based on this evaluation process. As suggested by Wilson *et al.* (2017), an independent search of Google Scholar was subsequently conducted to confirm the search results and to minimise the risk that the rigidity of the review process led to exclusion of relevant papers. Figure 2 provides an overview of the journals that published the articles included in the final sample, ordered by subject category. While this review is based on a relatively small number of studies, this was found to be a strength, rather than a weakness, as it enabled critical engagement with each study and the discovered themes (Korsgaard, 2013). Indeed, Baldacchino *et al.* (2015, pp. 214-215) advocate for small sample sizes in SLRs and argue that “what matters most is whether the topic is likely to be of interest to the field, the rigor of the search criteria in ensuring that the work is relevant and focused, and the scientific quality of the outputs identified.” This SLR supports this view, finding that the application of strict selection criteria guaranteed that included studies were not only pertinent, but also of high quality.

Both researchers read and coded each selected paper. Articles were first catalogued based on pre-determined categories: names of authors, publication year, journal title, perspective, key findings, craft industry, methods and country context. This initial coding was used to develop the Appendix I, which provides an overview of the sample. Subsequently, papers were coded using an “open coding” approach (Strauss and Corbin, 1990) to identify central themes. In order to ensure a high degree of inter-rater reliability, coding differences were discussed between the researchers and papers were re-visited until agreement was reached. As a result of this iterative process, seven central themes were identified which are examined in detail in the discussion of findings. As shown in Table II, these core themes divide into 16 sub-themes which represent specific subjects explored by artisan entrepreneurship research. On average, each article in this review addresses three themes (a minimum of two and a maximum of five). The main goal of adopting this review technique was to determine patterns in the extant literature and to identify gaps that require further investigation. These are discussed in relation to trends in publication, methods, contexts and themes.



Notes: Three additional subject categories (“Innovation”, “Regional Studies, Planning and Environment” and “Strategy”) were searched. As none of the journals within these categories published any articles that met the selection criteria (see Figure 1), they are not listed here

Figure 2. Subject categories and associated journals that have published artisan entrepreneurship research

Discussion of findings

The results of this SLR are presented in this section. First, general trends in the literature are described, including publication distribution, research methods and approaches, and contexts and perspectives (see Appendix for an overview of the 32 articles included in this review). Second, the core themes identified in the literature are discussed, ordered according to their degree of coverage, as illustrated in Table II.

Publication distribution

Scholars have studied artisan entrepreneurship for over 25 years (see Figure 3). The earliest article explores how entrepreneurial craftspeople make use of tourism to create new markets (Popelka and Littrell, 1991). Although it investigated a subject that continues to attract academic attention (García-Rosell and Mäkinen, 2013; Teixeira and Ferreira, in press), this founding study did not provoke an immediate debate within the academic community. McAuley (1999) was among the first to respond to the call for more research into artisan entrepreneurship. This study, along with several that were published in its wake, has had a significant influence on current scholarly discussions. A Google Scholar search quantifies this impact, revealing the following papers to be the most frequently cited of those reviewed: McAuley (1999) at 356 citations, Bhagavatula *et al.* (2010) at 301 citations, Reijonen and Kompola (2007) at 237 citations, Getz and Petersen (2005) at 235 citations and Paige and Littrell (2002) at 208 citations. Interest in artisan entrepreneurship has significantly increased following the publication of these seminal articles, as demonstrated by the fact that two-thirds of the reviewed papers ($n = 22$) were published in the last five years.

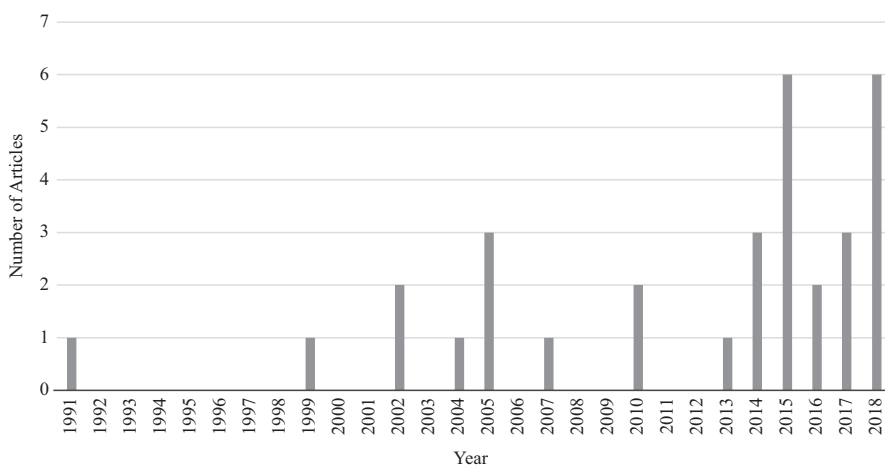
As shown in Figure 2, artisan entrepreneurship research has been published in a number of highly ranked journals including *Journal of Business Venturing* (Bhagavatula *et al.*, 2010), *Entrepreneurship Theory and Practice* (Kuhn and Galloway, 2015), *Annals of Tourism Research* (Popelka and Littrell, 1991) and *British Journal of Management* (Al-Dajani *et al.*, 2015). As might be expected, most papers ($n = 21$) belong to the category “Entrepreneurship and Small Business Management”. The *International Small Business Journal* ($n = 5$) and *Journal of Small Business and Enterprise Development* ($n = 5$) feature the highest number of relevant articles, followed by *International Journal of Entrepreneurial Behavior and Research* ($n = 4$). Surprisingly, no relevant articles have been published in highly rated journals covering “Innovation”, “Regional Studies, Planning and Environment” or “Strategy”. However, as several papers included in this review have advanced understanding in these areas (e.g. Blundel, 2002; Kraus *et al.*, in press; McAdam *et al.*, 2014), it is expected that artisan entrepreneurship research will gain more acceptance in these disciplines in the future.

Research methods and approaches

Several methodological trends were discovered by this SLR. Included articles are almost exclusively empirical in nature. Only Mathias and Smith (2015) provide a mostly conceptual discussion, in which they advocate for the use of autobiographies, revealing a dearth of

Table II.
Themes in Artisan entrepreneurship research

Main theme	Sub-theme (ordered by frequency of occurrence)		
Behaviour	Collaboration (10)	Competition (8)	Practice (5)
Context	Place (12)	Impact (5)	Policy (5)
Motivation	Values (9)	Goals (8)	
Development	Growth (7)	Innovation (5)	Internationalisation (4)
Resources	Capitals (7)	Supply Chain (5)	
Diversity	Female (4)	Ethnicity (3)	
Classification	Typology (7)		



Artisan entrepreneurship

Figure 3.
Artisan entrepreneurship publication distribution

Note: Articles in press which are about to be published are included in the count for 2018

purely conceptual papers on artisan entrepreneurship. While this is common for an early-stage research field in the social sciences (Wilson *et al.*, 2017), it is essential that scholars engage in more theoretical discussion to advance knowledge and provide conceptual guidance for future empirical studies. Within the reviewed empirical work, this SLR finds that the majority of studies adopt qualitative approaches ($n = 20$), followed by mixed method ($n = 8$) and quantitative approaches ($n = 3$).

Qualitative studies in this review primarily implement multiple case study designs, though some do not state this explicitly (e.g. Drakopoulou Dodd *et al.*, in press; Pret *et al.*, 2016). While most of these studies ($n = 10$) are cross-sectional, a growing number ($n = 6$) adopt longitudinal designs (Flanagan *et al.*, 2018; García-Rosell and Mäkinen, 2013; Pret and Carter, 2017) and explore changes in behaviours over time (Al-Dajani *et al.*, 2015; Blundel, 2002; McAdam *et al.*, 2014). The rich insights such studies generate suggest that additional longitudinal research should be undertaken. Furthermore, this SLR finds only three single case studies (Atalay, 2015; McAuley and Fillis, 2005; Warren, 2014) and one ethnography (Chu, 2016), indicating that there is a need for more research designs which allow for researcher immersion.

Regarding data collection techniques employed, all qualitative studies in this review draw on interview data, which most supplement with observations and review of relevant documents (e.g. Flanagan *et al.*, 2018; Pret and Carter, 2017). Rarely does research in this field access historical accounts (Blundel, 2002) or utilise focus groups (García-Rosell and Mäkinen, 2013) to generate data. Extant studies mostly employ grounded theory (e.g. Cater *et al.*, 2017; Tregear, 2005) or thematic analysis techniques (e.g. Al-Dajani *et al.*, 2015; McAdam *et al.*, 2014) and a growing number include their emerging first-order concepts and second-order themes to prove the validity and reliability of their findings (e.g. Kraus *et al.*, in press; Pret *et al.*, 2016). In comparison, linguistic-based approaches, such as narrative (Bruni and Perrotta, 2014) and discourse analysis (García-Rosell and Mäkinen, 2013; Parry, 2010), are far less common. Similarly, content analysis of social media data (Drummond *et al.*, 2018) is almost absent from the literature. Thus, such alternative data collection and analysis techniques are encouraged in order to penetrate the often informal and idiosyncratic worlds of artisan entrepreneurs. Other unconventional approaches, such as metaphor (Drakopoulou Dodd, 2002), imagery (Clarke and Holt, 2017) and video analysis (Clarke, 2011), should also be adopted to advance understanding of artisan entrepreneurial practices.

The mixed method studies in this review can be grouped into two camps. First, there are those which conducted pilot interviews before distributing surveys (Bhagavatula *et al.*, 2010; Kuhn and Galloway, 2015; Paige and Littrell, 2002). Second, there are studies which carried out a survey (Bouette and Magee, 2015; Fillis, 2004; McAuley, 1999; Reijonen and Komppula, 2007) or explored extant data sets (Danson *et al.*, 2015) before following up with in-depth interviews. In both cases, designs could be improved by exploring temporal factors through longitudinal research, which was not found in any of the mixed methods studies reviewed here.

The quantitative studies in this SLR draw either on secondary data to perform longitudinal analyses (Esposti *et al.*, 2017; Teixeira and Ferreira, in press) or on surveys conducted at a single point in time (Getz and Petersen, 2005). Clearly, more research is needed in this vein to supplement and give context to these few data points. Given that qualitative approaches dominate in emerging fields, the small number of quantitative studies at this stage is unsurprising. However, the time has come to begin testing the theoretical constructs that have been developed, to check their applicability to wider populations and to draw generalisable conclusions.

Encouragingly, while most studies in this review adopt positivist approaches, several recent papers ($n=6$) are set in alternative paradigms, namely, social constructivism (García-Rosell and Mäkinen, 2013; Parry, 2010) and interpretivism (Al-Dajani *et al.*, 2015; McAdam *et al.*, 2014; Pret and Carter, 2017; Pret *et al.*, 2016). Such paradigmatic diversity is further encouraged, as a broad range of perspectives enables “debate, friction, creativity and ultimately new theories and understandings” (Grant and Perren, 2002, p. 202).

Research contexts and perspectives

This SLR shows that artisan entrepreneurship research has been conducted within a range of countries. The majority of studies in this review are set within Europe ($n=19$) and in particular the UK ($n=10$). Dedicated research in the USA ($n=5$) is far less common. It may be, as Shultz (2015, p. 458) suggests, that artisans have earned a higher reputation in Europe, where they are seen as providing “diversity and competition [to] the largest companies”, than in the USA, where both academics and the general public are more interested in cultural elites (i.e. celebrities).

As only five studies explore artisan entrepreneurship outside of western cultures, specifically in China (Chu, 2016), India (Bhagavatula *et al.*, 2010), Jordan (Al-Dajani *et al.*, 2015), Mexico (Popelka and Littrell, 1991) and Turkey (Atalay, 2015), there is a clear need for more research into a broader range of cultural contexts and geographic areas. According to Al-Dajani *et al.* (2015, p. 713), there is much that we can learn from studying the “activities of the desperately poor in the underdeveloped “bottom of the pyramid” regions of the global south”, as entrepreneurial motivations and behaviours can vary greatly in these contexts. Future studies could investigate what role culture plays in the values, beliefs and practices of artisan entrepreneurs in these regions and compare their findings to research in western cultures. It could also explore how cultural change proceeds not only around artisan entrepreneurs, but through their work (Thornton, 2002), and how they “use” culture to their advantage, rather than simply following its mandates (Lounsbury and Glynn, 2001).

As exchanges with customers become both more transnational and technology-reliant, it would be interesting to examine how artisan entrepreneurs adapt to the changing needs of customers from different contexts and to the growth of the knowledge economy (Drummond *et al.*, 2018). Giorgi *et al.* (2015, p. 34) propose that “future research might fruitfully explore further how the physical and material aspects of culture are implicated in processes unfolding in our increasingly digitized markets”. Research that crosses national boundaries should therefore be encouraged, as only three studies in this review explore artisan

entrepreneurship across multiple countries (Getz and Petersen, 2005; Kraus *et al.*, in press; Kuhn and Galloway, 2015).

Regarding the different craft sectors that extant studies examine, this SLR finds that the majority of papers ($n = 19$) explore multiple industries. Those studies that focus on a single sector investigate either brewing ($n = 5$), food ($n = 4$) or textile industries ($n = 4$). Thus, given the range of crafts that are being practised, from such contemporary forms as teddy bear making (Pret *et al.*, 2016) to traditional ones, like pottery (Sánchez-Medina *et al.*, 2015), understanding could be extended by future studies which conduct in-depth investigations of other types of crafts. This SLR also reveals that extant studies adopt a variety of perspectives from regional ($n = 6$) and strategy ($n = 6$) to networking ($n = 5$), tourism ($n = 4$), marketing ($n = 4$), identity ($n = 4$) and gender ($n = 3$). As such, this review shows that artisan entrepreneurship is an ideal context for exploring a range of subjects from cooperation (Flanagan *et al.*, 2018) to sustainable tourism (García-Rosell and Mäkinen, 2013) and emancipation (Bruni and Perrotta, 2014). Scholars from other disciplines should therefore consider conducting their research within the context of artisan entrepreneurship.

Behaviour theme

The most commonly discussed subject within the reviewed literature is the behaviour of artisan entrepreneurs – in particular, the interrelated themes of collaboration, competition and practice. Primarily studied within the craft brewing and artisanal food industries, but also discovered in other traditional craft sectors, artisan entrepreneurs have been found to engage in deep levels of cooperation with other businesses and even competitors. From sharing network connections and knowledge (Drummond *et al.*, 2018; Kuhn and Galloway, 2015) to collaborating on product development (Kraus *et al.*, in press; McAdam *et al.*, 2014) and lending material support to each other (Al-Dajani *et al.*, 2015; Pret *et al.*, 2016), artisan entrepreneurs appear eager to help one another. However, such practices are more strategic than they may initially seem. Labelled “coopetition” (Bengtsson and Kock, 2000), it has been found that collaborative activities between competitors provide entrepreneurs with distinct competitive advantages. Among other benefits, pulling together can help artisan entrepreneurs reduce purchasing costs (Flanagan *et al.*, 2018), strengthen their bargaining position (McAdam *et al.*, 2014), overcome liabilities of newness (Drummond *et al.*, 2018) and compete with big, established rivals (Kraus *et al.*, in press). The experiences of artisan enterprises thus demonstrate how collaboration can be a successful competitive strategy.

Another common finding within the reviewed studies, but only explicitly discussed by few, is that these collaborative activities are governed and facilitated by the norms of craft communities (Drakopoulou Dodd *et al.*, in press; Pret *et al.*, 2016). Within their communities, artisan entrepreneurs share trust, mutual commitment to their craft, sympathy for one another’s plights and an overall sense of solidarity created by shared experiences and passions (Al-Dajani *et al.*, 2015; Kraus *et al.*, in press). This environment produces an “ethos of collaboration” (Drakopoulou Dodd *et al.*, in press, p. 18) which fosters cooperative activities. However, it also sets boundaries upon acceptable behaviour. Working together and sharing knowledge is done under the informal and unspoken agreement that one does not take advantage of the collaborative relationship (Flanagan *et al.*, 2018). As Pret and Carter (2017) show, if artisans are found copying one another’s ideas, they will often be excluded from or disparaged within the community. The potential for this highlights the importance of carefully managing evolving network relationships so that they benefit, rather than harm, craft enterprises (Blundel, 2002). Given the embeddedness of these findings within the craft sector, further research is needed into the normative practices and competitive advantages of collaboration in other contexts.

However, the benefits, motivations and protocols found by research in this domain can inform these investigations and stand as an effective model for facilitating the collaborative efforts of entrepreneurs.

Context theme

Throughout the literature, the contexts in which artisan entrepreneurs are embedded feature strongly. The reviewed studies share an appreciation that a place's culture, history, policies and landscape play significant roles in shaping artisan entrepreneurship and vice versa (Blundel, 2002; Esposti *et al.*, 2017; García-Rosell and Mäkinen, 2013). Two studies in particular, set in Orkney, Scotland (McAuley and Fillis, 2005) and Madeira, Portugal (Teixeira and Ferreira, in press), highlight the intertwined nature of these concerns. They find that artisan entrepreneurs play a pivotal role in their regions' economies and competitiveness by contributing to tourism, GDP and employment, and that their success in doing so draws from the cultural heritage of these island communities. As McAuley and Fillis (2005, p. 499) argue, by "embracing heritage and tradition" artisan entrepreneurs build on and simultaneously promote the image of their region. Furthermore, by keeping place-specific traditions alive, innovating them for contemporary markets and maintaining quality and authenticity of production, artisan entrepreneurs reinforce this relationship and, in so doing, augment the identity, reputation and competitiveness of their home regions and craft sectors (Teixeira and Ferreira, in press). Consequently, while craft businesses often receive help from local agencies, several studies in this review recommend that additional support would mutually benefit both artisan entrepreneurs and their locales (Bouette and Magee, 2015; Tregear, 2005). Suggested policy changes emanate from the particular needs and successes of the craft enterprises studied, demonstrating that useful support must be tailored to its target audience (Bouette and Magee, 2015) and yet, at the same time, that successes in one sector can inform interventions in others (Kuhn and Galloway, 2015).

A considerable amount of research reinforces the importance of place and local policy, as well as the impact of artisan entrepreneurship within diverse contexts (Chu, 2016; Tregear, 2005; Warren, 2014). For instance, Popelka and Littrell (1991, p. 402) find that craftspeople in rural Teotitlán del Valle, Mexico, draw on both real and imagined traditions to create "something Mexican" or "something Oaxacan" to encourage both exports and incoming tourism, providing livelihoods for themselves and creating new markets for their developing economy. Similarly, in a country struggling with post-Soviet independence, Ramadani *et al.* (in press) discover how drawing on the traditional Macedonian practice of artisanal beekeeping enables entrepreneurs to contribute to the transition economy, lending them stability in an unsteady political and economic environment. Only one study included in this SLR, set within the Italian craft brewing industry, challenges the presumed importance of context, concluding instead that spatial factors have little effect on the number of market entries and exits (Esposti *et al.*, 2017). Future research is required to explore whether this result is limited to this specific context or whether it extends to other industries or regions. Given the deep connections between context and artisan entrepreneurship discovered by other studies (Bhagavatula *et al.*, 2010; Drakopoulou Dodd *et al.*, in press) and especially its established link to regional tourism (Popelka and Littrell, 1991; Teixeira and Ferreira, in press), it is suggested that future research purposefully unpack this relationship to better understand all factors contributing to the development and impacts of artisan entrepreneurship.

Motivation theme

Extant research also frequently investigates the theme of motivation: the values, goals and priorities that lead individuals to become artisan entrepreneurs and guide their decision making. In so doing, it contributes to the significant body of literature which

explores entrepreneurial values (Davidsson and Wiklund, 1997; Kirkley, 2016) and motivations (Jayawarna *et al.*, 2013; Shane *et al.*, 2003). While some findings within the artisan entrepreneurship literature mirror those of other contexts, they also reveal alternative principles and priorities which drive and shape entrepreneurial actions. A common finding is that artisan entrepreneurs pursue entrepreneurship to achieve personal well-being. Artisans are drawn towards entrepreneurship by an interest in challenging, meaningful work that leads to job and personal satisfaction (Paige and Littrell, 2002; Reijonen and Komppula, 2007), flexibility, which allows for a desired lifestyle with an even work-life balance (Danson *et al.*, 2015; Getz and Petersen, 2005; Tregear, 2005) and independence, which grants more control over outputs (Bouette and Magee, 2015; Paige and Littrell, 2002). Another frequently held value is that of craft itself. Preserving traditional crafts was found to be a driving concern for many artisan entrepreneurs (García-Rosell and Mäkinen, 2013; Mathias and Smith, 2015; Pret and Carter, 2017), along with their passion for doing craft and seeing the quality of their creative achievements (Kuhn and Galloway, 2015; Warren, 2014).

Furthermore, creating social value is an important goal for many artisan entrepreneurs (Cater *et al.*, 2017; Pret and Carter, 2017; Warren, 2014). In contrast to prevailing beliefs that entrepreneurs are primarily driven by profit-oriented objectives (Welter *et al.*, 2017), studies in this review show that many artisan entrepreneurs also pursue altruistic goals, such as ensuring the well-being of their communities and environment through generating sustainable tourism (García-Rosell and Mäkinen, 2013; Reijonen and Komppula, 2007). This does not, of course, mean that artisan entrepreneurs are not interested in generating financial profits, as well (Danson *et al.*, 2015; Fillis, 2004; Tregear, 2005). Financial objectives can range from making a little extra money in order to supplement the household income (Kuhn and Galloway, 2015; Reijonen and Komppula, 2007) to earning enough to make a living (García-Rosell and Mäkinen, 2013; Paige and Littrell, 2002) and growing the business to “make lots of money” (Getz and Petersen, 2005, p. 230). These commercial goals are a central component in validating artisans as entrepreneurs, rather than hobbyists (Bouette and Magee, 2015; Fillis, 2004). However, by placing such financial motivators alongside others, artisan entrepreneurship research demonstrates that no single factor can adequately explain all entrepreneurial behaviours. Indeed, by illustrating that achieving venture sustainability is sufficient for some entrepreneurs, as long as they can fulfil their other values and goals (Kuhn and Galloway, 2015; Reijonen and Komppula, 2007), the studies in this review highlight that entrepreneurship research should expand its focus beyond “high-growth, technology-enabled, venture capital-backed businesses” (Welter *et al.*, 2017, p. 312) to advance understanding of entrepreneurial motivations.

Development theme

Due to the image of artisans as predominately lifestyle oriented, there persists a bias that artisan entrepreneurs are disinclined to develop their businesses (Getz and Petersen, 2005). While the literature reviewed finds that they do indeed hold non-commercial values (see above), it also shows that artisan entrepreneurs demonstrate a propensity for venture growth, innovation and internationalisation. In fact, the growth strategies of artisan entrepreneurs illustrate an interesting avenue of venture development. A number of studies found that, to preserve their values and differentiation from competitors, artisan entrepreneurs are quite selective in the opportunities they exploit (Blundel, 2002; Mathias and Smith, 2015). Additionally, while some entrepreneurs commit to “bloody hard work” (Tregear, 2005, p. 10) to secure such growth opportunities, many achieve growth naturally because their core values harmonise with those of consumers, allowing them to capitalise upon emerging market trends (Cater *et al.*, 2017; Popelka and Littrell, 1991). “Staying true to

one's roots" (Tregear, 2005, p. 11) and maintaining non-commercial values can thus be a successful growth strategy, rather than an indicator of growth aversion.

Artisan entrepreneurs' venture development is also facilitated by their proclivity for innovation and internationalisation. As their businesses are based upon creative efforts, it is rare for artisan enterprises to remain static in their offerings; rather they are frequently found to engage in new product development and experimental techniques (Kraus *et al.*, in press; McAdam *et al.*, 2014). Innovation takes place almost organically, as it is intertwined with artisan entrepreneurs' everyday creative practice (Drakopoulou Dodd *et al.*, in press), and has been found central to their venture development (Danson *et al.*, 2015; Esposti *et al.*, 2017). While innovation is often crucial, tradition also plays an important role in facilitating venture growth. The link between craft and cultural heritage has been found to enable artisan entrepreneurs to become "instant internationals" (McAuley, 1999). Artisans who make "creative use of cultural background" (Fillis, 2004, p. 74) can draw in international customers and export quickly (McAuley and Fillis, 2005; Popelka and Littrell, 1991). As innovation and export are main indicators of growth (Tregear, 2005), these findings challenge the image of artisan enterprises as typically growth averse.

Not only do these findings demonstrate that artisan entrepreneurs pursue growth strategically and are adept at developing their businesses, but also call into question measures of growth orientation. Many of the same entrepreneurs who demonstrate growth in these ways have been categorised as not growth-oriented (Getz and Petersen, 2005; Reijonen and Komppula, 2007). The problem seems to stem from a conflation of attitudes with actions. Rather than finding that positive growth attitudes lead to venture growth, Mathias and Smith (2015) reveal that negative attitudes towards growth can emerge from actual experiences of growth. Similarly, whereas attitude towards hiring is treated as an indicator of growth intention (Reijonen and Komppula, 2007), Getz and Petersen (2005) find that employment considerations tend to occur only after growth has begun and necessitates the additional workforce. The experiences of artisan entrepreneurs thus demonstrate that current proxies for measuring growth orientation are too simplistic in their causal assumptions to portray the realities of venture growth for all entrepreneurs.

Resources theme

As entrepreneurial ventures often face scarcity of financial resources, mainly due to their smallness and newness (Flanagan *et al.*, 2018), entrepreneurship research has traditionally focused on the importance of economic capital and how to attain it (Drakopoulou Dodd *et al.*, 2016). Accordingly, there have been calls for research to expand attention to the role of other resources (Shaw *et al.*, 2017). The reviewed literature suggests that artisan entrepreneurship is a promising context to address these calls and study alternative forms of capital (Pret *et al.*, 2016). Indeed, the bulk of studies in this review which discuss resources highlight the importance of human and social capitals to artisan entrepreneurial activities (Al-Dajani *et al.*, 2015; Ramadani *et al.*, in press) and demonstrate not only how individual types of capital are suited to particular ends, but also how they necessarily intertwine. For instance, Bhagavatula *et al.* (2010) find that human and social capital mediate one another and, when combined, can optimise both opportunity recognition and resource mobilisation, which are crucial for business start-up and growth. Furthermore, research has shown that social capital, in the form of both vertical and horizontal relationships (i.e. across the supply chain and with competitors and other businesses), can provide artisan entrepreneurs with human capital, in the form of innovative ideas (Flanagan *et al.*, 2018; McAdam *et al.*, 2014) and the knowledge and experiences needed to implement them (Blundel, 2002; Drummond *et al.*, 2018). In turn, human capital is found to help artisan entrepreneurs develop their social capital (Pret and Carter, 2017; Tregear, 2005).

More recently, scholars have also begun to recognise the importance of symbolic capital (i.e. “prestige, status and reputation”, see Wilson *et al.*, 2017, p. 208) and the part it plays in resource mobilisation and opportunity identification (Drakopoulou Dodd *et al.*, in press). As Pret *et al.* (2016) demonstrate, artisan entrepreneurs benefit greatly from apprenticeships with high-status peers, participating in and winning competitions, attending craft exhibitions and displaying work in reputable galleries and museums. Their study reveals that such symbolic capital has particularly high conversion rates into other forms of capital and significantly increases business success. Thus, by purposefully investigating not only economic, but also human, social and symbolic capital, future research can develop a deeper, more comprehensive understanding of the resource practices that artisan entrepreneurs use to successfully establish and run their ventures. In particular, the link between entrepreneurs’ symbolic capital and their regions’ image and tourist appeal could be investigated. Furthermore, given that artisan entrepreneurs are shown to be adept at utilising the various resources at hand to create and exploit opportunities, investigating these activities from a bricolage perspective (Baker and Nelson, 2005) may generate further insight into these practices. As the extant literature primarily draws on capital theory (Bourdieu, 1986), this SLR also suggests adopting alternative conceptual lenses, such as effectuation (Sarasvathy, 2001) and bootstrapping (Winborg and Landström, 2001), to advance knowledge of the resource mobilisation and management practices of artisan entrepreneurs.

Diversity theme

Diversity within artisan entrepreneurship has been discussed by some studies, but requires much more attention. While this situation reflects the wider state of entrepreneurship research, which remains dominated by masculine, Euro-American perspectives (Jennings and Brush, 2013), it is surprising given that the craft sector has a high rate of female representation (Burns *et al.*, 2012) and that crafts are inextricably tied to cultural heritage (Bertacchini and Borrione, 2011; Sennett, 2008). Illustrating this point, this SLR finds several studies which predominantly (Paige and Littrell, 2002; Pret *et al.*, 2016) or exclusively (García-Rosell and Mäkinen, 2013; Reijonen and Komppula, 2007) investigate female artisan entrepreneurs, but fail to consider the resulting implications. By contrast, studies that do explicitly examine gender and ethnicity advance understanding of variances in artisan entrepreneurs’ motivations and behaviours.

While motivations are covered in depth in the extant literature (see above), these considerations tend to overlook minority experiences. Whereas meaningful work and passion for craft are commonly identified motives, research into ethnic and female entrepreneurs reveals that necessity can also be an important driver (Al-Dajani *et al.*, 2015). Due to discriminatory policies and cultural norms, entrepreneurship has been found to be less a choice than a requirement for some Albanians, who are barred from public employment in Macedonia (Ramadani *et al.*, in press), migrants in Guangzhou (China), who are denied access to social welfare (Chu, 2016) and Palestinian women in Jordan, who are disadvantaged because of “poverty, displacement and subordinated gendered status” (Al-Dajani *et al.*, 2015, p. 714). Being driven by necessity dramatically alters entrepreneurial behaviours and opportunities, highlighting the importance of taking diverse perspectives into account in analyses of entrepreneurial practice.

Indeed, ethnic and female artisan entrepreneurs have been found to display alternative behaviours and encounter barriers particular to their positions in society. For instance, Bouette and Magee (2015) find that female entrepreneurs in Ireland hire employees much less often than their male counterparts and, when they do, do so on a part-time or contractual basis. Future research is needed to explore such pronounced differences in practice between male and female artisan entrepreneurs. Another interesting practice in more diverse contexts

is the formation of business collectives. Cooperatives have been formed by women to help each other “challenge the stereotyped behaviours and oppression of patriarchy” (Atalay, 2015, p. 238) in Turkey and to build “a haven against community patriarchy as well as restrictive market intermediaries” (Al-Dajani *et al.*, 2015, p. 726) in Jordan. While this practice may seem similar to the collaborative activities discussed above, for female and ethnic artisan entrepreneurs, collectivism can be a matter of personal and venture survival, rather than of strategic positioning. Thus, investigating diverse experiences can not only better inform scholars about the variety of entrepreneurial experience, but may also uncover hitherto unseen, undiscussed practices that are more widespread than would be imagined.

Classification theme

A relatively common outcome of research into artisan entrepreneurship is the development of typologies. Studies which classify types of artisans tend to distinguish them based on their attitudes to classic entrepreneurial markers, such as profit, risk, export and hiring, seeking out definitions of the artisan entrepreneur. Relying on some common language, these tend to re-state one another’s findings quite clearly. For Bouette and Magee (2015), there are hobbyists, artisans and entrepreneurs; for Fillis (2004), lifestylers, idealists, late developers and entrepreneurs; and for Getz and Petersen (2005), lifestyle/autonomy-oriented owners and growth entrepreneurs. In supporting one another, these categorisations not only establish the validity of these typologies, but consequently serve practical purposes. Providing well-defined and tested characteristics to differentiate artisan entrepreneurs from hobbyists and lifestylers allows for better informed policy decisions and more nuanced and targeted scholarly research. However, given the current state of repetition and re-affirmation, further classification of artisans based on their entrepreneurial characteristics appears unwarranted. Instead, research should build upon these definitions to engage in deeper levels of conceptualisation based upon existing typologies. For example, in identifying artisan entrepreneurs as “ethics first”, “faith first” or “business first”, Cater *et al.* (2017) provide a useful framework for understanding the decision making of these entrepreneurs. Similarly, by evaluating the various roles that female artisan entrepreneurs inhabit within their firms and synthesising them into five distinct types of entrepreneurial engagement, Bruni and Perrotta (2014) uncover a plurality of experience and practice of entrepreneurship. In addition to deepening understanding of artisan entrepreneurs, a strength of these typologies is their wider application to entrepreneurship research. The role of values in entrepreneurial decision making and the importance of role within entrepreneurial experience are undoubtedly important findings which speak to a larger audience.

Conclusion and research agenda

Artisan enterprises are an integral part of the cultural industries (Hirsch, 2000; Pret, 2017), which “account for 1,600 billion dollars of commerce annually, representing 3.4% of global national product” (Le Breton-Miller and Miller, 2015, p. 1354). Consequently, a broad range of studies have explored entrepreneurship in this sector from a variety of perspectives, such as marketing (Beverland, 2005; Clemons *et al.*, 2006), tourism (Popelka and Littrell, 1991; Teixeira and Ferreira, in press) and strategy (Mathias *et al.*, in press; Verhaal *et al.*, 2017). However, a comprehensive overview of the literature on the subject has, thus far, been missing. This SLR contributes to knowledge by systematically reviewing and critiquing research into artisan entrepreneurship. Moreover, based on this analysis, it draws a number of conclusions from the extant literature and offers an agenda for future research, which includes a list of potential research questions that are worthy of investigation (see Table III).

The review of general trends in the literature revealed that interest in artisan entrepreneurship has increased significantly over the last five years and that a large

Theme	Suggested research questions and theoretical perspectives
Behaviour	How do industry norms facilitate, impede and guide coepetition practices (outside of craft brewing and artisanal food industries)? What are the measurable impacts of coepetition for artisan entrepreneurs? How can coepetitive norms be established within artisan sectors that currently lack them? <i>Perspectives: institutional theory, practice theory, structuration theory</i>
Context	How does embeddedness in different contexts (e.g. spatial, social, cultural and historical contexts) impact the practices of artisan entrepreneurs? How do artisan entrepreneurs impact the different contexts in which they are embedded? What are the negative effects of commodifying cultural heritage through artisan entrepreneurship and how can these be mitigated? <i>Perspectives: critical theory, embeddedness theory, institutional theory</i>
Motivation	How do intersecting priorities of artisan entrepreneurs intertwine to inform their behaviours? When and why do artisan entrepreneurs prioritise (deliberately or subconsciously) certain values and goals over others and to what effect? How do artisan entrepreneurs develop their motivations over time? <i>Perspectives: identity theory, social cognitive theory, theory of planned behaviour</i>
Development	How do artisan entrepreneurs discover and/or create opportunities for growth and development? How do artisan entrepreneurs decide which opportunities (not) to exploit? How do artisan entrepreneurs balance tradition and innovation in their pursuit of growth and to what effect? <i>Perspectives: activity theory, identity theory, practice theory</i>
Resources	How do artisan entrepreneurs combine resources in novel ways to overcome obstacles and pursue opportunities? How does embeddedness in resource-constrained environments (e.g. developing countries) affect the practices of artisan entrepreneurs? How and why does the symbolic capital of artisan entrepreneurs affect their region's image and tourist appeal and vice versa? <i>Perspectives: bricolage theory, capital theory, effectuation theory</i>
Diversity	What barriers do migrant artisan entrepreneurs face and how do they overcome them? What barriers do female artisan entrepreneurs face and how do these shape their performance of entrepreneurship? How can artisan entrepreneurship help dismantle neo-colonialism and patriarchy? <i>Perspectives: feminist theory, institutional theory, intersectionality theory</i>
Classification	What roles do artisan entrepreneurs play in their ventures over time? What strategies do artisan entrepreneurs employ to exploit identified opportunities? What organisational forms do artisan enterprises take and how do these shape their development trajectories? <i>Perspectives: organisational theory, practice theory, role theory</i>

Table III.
A research agenda
for artisan
entrepreneurship

number of high quality journals have published relevant studies in this domain. However, there are still improvements to be made. Considering the dearth of conceptual papers on artisan entrepreneurship, it is suggested that scholars engage in more theoretical discussions to advance knowledge and provide conceptual guidance for future empirical studies. Furthermore, this SLR recommends that research adopt more longitudinal designs to generate understanding of temporal factors and processes. As the majority of qualitative studies in this field conduct thematic analyses of interview data, more diversity in the adopted approaches (e.g. narrative, imagery and video analysis techniques) would be beneficial. More quantitative research is also highly encouraged so that extant theoretical constructs can be tested and generalisable conclusions drawn.

Current trends demonstrate a clear need for more research into a broader range of cultural contexts and geographic areas. Similarly, future research should investigate a wider variety of craft industries in depth to extend knowledge and to inform tailored policy initiatives. Given that artisan entrepreneurship was found an ideal context to explore a

range of subjects, from emancipation to sustainable tourism, scholars from other disciplines are encouraged to utilise this context for their investigations.

This SLR identified seven main themes discussed by extant research: behaviour, context, motivation, development, resources, diversity and classification. Regarding the behaviours of artisan entrepreneurs, prior studies find a compelling intersection of collaboration, competition and practice. As such, they not only provide timely insight into the recently recognised phenomenon of cooptation, but also highlight the basis of such practices in community norms. Future research is thus encouraged to investigate the contextual embeddedness of entrepreneurs' activities to better understand the idiosyncrasies of their behaviour (Baker and Welter, 2017). The importance of context is reaffirmed by studies which investigate place, impact and policy. These studies find that artisan entrepreneurs' success relies upon the heritage, image and tourist appeal of their regions and shapes them in turn. This mutually informative dynamic between context and entrepreneurship demands further attention. Tourism research in particular is called upon to appreciate the circular, rather than linear, relationship between place and enterprise.

Scholars who explore artisan entrepreneurs' motivations have advanced understanding of entrepreneurial values, goals and priorities. The largest contribution they make in this area is finding that, for artisan entrepreneurs, lifestyle and altruistic values can happily coexist with economic goals. This SLR therefore recommends that future research attempt more holistic appreciations of entrepreneurs' priorities and how these intertwine. Among other benefits, such efforts can generate measures of success that more accurately represent the actual goals of entrepreneurs. Furthermore, the literature finds that, rather than provoking growth aversion, the qualities which differentiate artisan entrepreneurs render them particularly adept at venture development. This SLR thus calls upon researchers to investigate how social values can lead to growth opportunities, how everyday creative processes can encourage innovation and how cultural embeddedness can facilitate internationalisation. It also suggests that future evaluations cease using simplistic proxies in one-off measurements of growth attitudes, as these cannot reflect the real growth trajectories or practices of entrepreneurial firms.

Another discussion to which this literature contributes is that of resources. Extant studies demonstrate how artisan entrepreneurs predominately use human, social and symbolic capital, rather than economic capital, to mobilise resources and create and exploit opportunities. Not only does this literature therefore highlight the mutability of various resources and challenge the primacy of economic capital, but it also calls for research to employ the full spectrum of capitals and consider their conversions. As the extant literature primarily draws on capital theory (Bourdieu, 1986), this SLR suggests adopting alternative conceptual lenses, such as bricolage (Baker and Nelson, 2005), effectuation (Sarasvathy, 2001) and bootstrapping (Winborg and Landström, 2001), to generate new insights into the resource mobilisation and management practices of artisan entrepreneurs.

In its minimal discussion of female and ethnic entrepreneurs, the artisan entrepreneurship literature finds some crucial differences in their motivations, barriers and behaviours. As such, it demonstrates that attention to diversity is necessary for a more holistic understanding of entrepreneurship. This SLR thus advocates for such research, but warns against re-imposing normative masculine, Euro-American assumptions onto evaluations of these stories: the perspectives of those studied should remain in the forefront. Whereas diversity requires significantly more research, this review found that current studies have sufficiently classified artisan entrepreneurs, to the benefit of policy and research. Where further typologies of artisan entrepreneurship can still contribute is in cataloguing the plurality of experience and practice of entrepreneurship. To ensure relevance and impact, these future typologies should pursue understanding of broader

entrepreneurial processes, rather than overly context-specific definitions. By building on the foundations of the reviewed literature and taking these recommendations forward, future research into artisan entrepreneurship can broaden our knowledge of this significant sector and entrepreneurship as a whole.

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Craft	Article	Perspective	Key finding	Method	Country
Brewing	Danson <i>et al.</i> (2015)	Marketing	Competitiveness is based on artistry, provenance and diversity	Mixed	UK
	Drakopoulou Dodd <i>et al.</i> (in press)	Strategy	Habitus is enacted through hybridisation of global and local logics	Qualitative	Ireland
	Esposti <i>et al.</i> (2017)	Regional	Spatial factors are overstated; diversification is key to firm survival	Quantitative	Italy
	Flanagan <i>et al.</i> (2018)	Strategy	Nascent firms engage in coepetition across the value chain	Qualitative	USA
	Kraus <i>et al.</i> (in press)	Strategy	Collaborative coepetition allows SMEs to compete with large rivals	Qualitative	Multiple
Food	Blundel (2002)	Networking	Networks are dynamic, idiosyncratic and living phenomena	Qualitative	UK
	McAdam <i>et al.</i> (2014)	Networking	Horizontal networks enable open innovation and knowledge sharing	Qualitative	UK
	Ramadani <i>et al.</i> (in press)	Regional	Artisan entrepreneurship contributes to economic development	Qualitative	Macedonia
	Tregear (2005)	Regional	Food producers pursue commercial and lifestyle-oriented goals	Qualitative	UK
Multiple	Al-Dajani <i>et al.</i> (2015)	Gender	Collaborative networks enable women to challenge constraints	Qualitative	Jordan
	Bouette and Magee (2015)	Regional	Support programmes do not meet the needs of craft entrepreneurs	Mixed	Ireland
	Bruni and Perrotta (2014)	Gender	Entrepreneurship is interwoven with gender and can be emancipatory	Qualitative	Italy
	Cater <i>et al.</i> (2017)	Identity	Craft firms participate in fair trade because of shared values	Qualitative	USA
	Drummond <i>et al.</i> (2018)	Networking	Social media facilitates resource mobilisation via B2B networks	Qualitative	Ireland
	Fillis (2004)	Marketing	Craft makers can be classified into four distinct types	Mixed	UK
	Garcia-Rosell and Mäkinen (2013)	Tourism	All stakeholders must be involved in evaluating sustainable tourism	Qualitative	Finland
	Getz and Petersen (2005)	Tourism	Craft entrepreneurs are more lifestyle- than growth-oriented	Quantitative	Multiple
	Kuhn and Galloway (2015)	Networking	Artisan entrepreneurs' motivations influence what advice they share	Mixed	Multiple
	Mathias and Smith (2015)	Identity	Craft entrepreneurs' life stories can elucidate their identities	Conceptual	USA

Table AI.
Artisan
entrepreneurship
research

(continued)

Craft	Article	Perspective	Key finding	Method	Country	Artisan entrepreneurship
	McAuley (1999)	Marketing	Craftspeople succeed due to product, personal and industry factors	Mixed	UK	<hr/>
	McAuley and Fillis (2005)	Regional	Orkney's success provides a beneficial template for the craft sector	Qualitative	UK	
	Paige and Littrell (2002)	Strategy	Craft retailers judge success by financial and personal criteria	Mixed	USA	
	Parry (2010)	Identity	Artisan identity and management styles are barriers to growth	Qualitative	UK	
	Pret and Carter (2017)	Strategy	Craft entrepreneurs act strategically to fit in with community norms	Qualitative	UK	
	Pret <i>et al.</i> (2016)	Strategy	Craft entrepreneurs engage in various capital conversion processes	Qualitative	UK	
	Reijonen and Komppula (2007)	Regional	Non-financial measures of success impact a firm's performance	Mixed	Finland	
	Teixeira and Ferreira (in press)	Tourism	Artisan entrepreneurship increases regional tourism competitiveness	Quantitative	Portugal	
	Warren (2014)	Marketing	Profitability transforms artisans' social values into commercial ones	Qualitative	USA	
Textiles	Atalay (2015)	Gender	Collaborative artisan entrepreneurship empowers women	Qualitative	Turkey	
	Bhagavatula <i>et al.</i> (2010)	Networking	Structural holes have an adverse effect on resource acquisition	Mixed	India	
	Chu (2016)	Identity	Craft production provides workers with entrepreneurial identities	Qualitative	China	
	Popelka and Littrell (1991)	Tourism	Craftspeople develop new markets and styles in response to tourism	Qualitative	Mexico	

Table A1.

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