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Book Review:

***The power of partnerships – necessity or luxury
in the cultural and creative sectors***
by Marilena Vecco and Elmar D. Konrad,
Dortmund: European center for creative economy, 2018

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Petra M. Moog is a Professor at Siegen University, Chair for Family Business and Entrepreneurship. Since 2015 she has directed the Graduate School for PhDs Small and Medium-Sized Enterprises and Vice Dean of Internationalization, as well as Member of the University Council, Siegen University. She has taught at Zurich, Cologne, and Siegen University, Cluj Napoca and Baku University, as well as Kings College London. Her research interests are in entrepreneurship, SMEs, and academic spin-offs, with an empirical focus on the effects of human and social capital. During her academic career she has presented at various conferences around the world, and contributed to the research field with publications in books, edited volumes, as well as journal articles. In the last years she has co-organized the track “Cultural Entrepreneurship” at the EURAM conference and was co-editor of special issues in the field of Cultural Entrepreneurship and the New Arts Management in the International Journal of Arts Management.

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