

**ORGANIZATIONS SUPPORTING ART ENTREPRENEURSHIP.
MODELS OF INTERACTION, EFFECTIVENESS, CONTRIBUTIONS**

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Summary

The article indicates the advantages and possibilities of using the achievements of the so-called "creative economy". The research provides prescriptions on how people employed in the cultural industries, which are an integral part of the "creative economy", could build adequate strategies and organizations to protect and defend their rights and interests in the dialogue with the responsible institutions and with society as a whole. The article sets out prescriptions and models for creating and validating organizations supporting art entrepreneurship, which is one of the main driving forces of the creative economy.

Keywords: Art entrepreneurship; creative economy; art lobby; art models; organizations supporting art entrepreneurship;

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