



(REVIEW ARTICLE)



## Valerii Sirko: "Analysis of the Impact of Business Innovations on the Capitalization and Competitiveness of Enterprises in the Artistic Tattoo Industry"

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### Abstract

This study analyzes the impact of business innovations on the dynamics of capitalization and the level of competitiveness of enterprises in the art tattoo industry. The purpose of the work is to identify the main types of innovations characteristic of this industry and assess their impact on the economic performance of tattoo studios and private artists. The study analyzed modern trends in the development of the tattoo business, including the introduction of digital technologies, the development of customer service, marketing strategies and the formation of a unique selling proposition. The results of the study demonstrate a direct correlation between the level of innovative activity and the market value of enterprises, as well as their ability to attract and retain customers. The practical significance of the work lies in the development of recommendations for market participants on the implementation of effective business innovations in order to increase their capitalization and competitive advantages.

**Keywords:** Tattoo industry; Business innovation; Capitalization; Competitiveness; Art entrepreneurship; Creative business management; Customer service; Digital marketing

### 1 Introduction

Over the past decades, the artistic tattoo industry has undergone significant transformation, evolving from a niche subcultural practice into a recognized form of art and a dynamically growing sector of the creative economy. The rising popularity of tattoos and shifting public perceptions have led to an increase in the number of tattoo studios and artists, which in turn has intensified market competition. In this context, the ability of businesses to implement innovations becomes a decisive factor for their economic sustainability and growth. The relevance of this study lies in the need for a scientific understanding of the specifics of innovation processes within the tattoo industry and their influence on the financial performance and market positioning of companies. The aim of this article is to conduct a comprehensive analysis of the impact of business innovations on the capitalization and competitiveness of enterprises in the field of artistic tattooing.

### 2 The Artistic Tattoo Industry: Business Innovation and Its Impact on Capitalization and Competitiveness

Traditionally associated with technological industries, the concept of business innovation is increasingly applied to the analysis of creative industries, including the tattoo business. In this context, innovations encompass not only the introduction of new technologies or materials but also the development of original business models, marketing approaches, customer experience management methods, and brand positioning strategies. Research shows that in creative sectors—where subjective value and uniqueness of the offer are paramount—non-technological innovations, such as innovations in services, marketing, or organizational structure, can significantly influence competitiveness [1].

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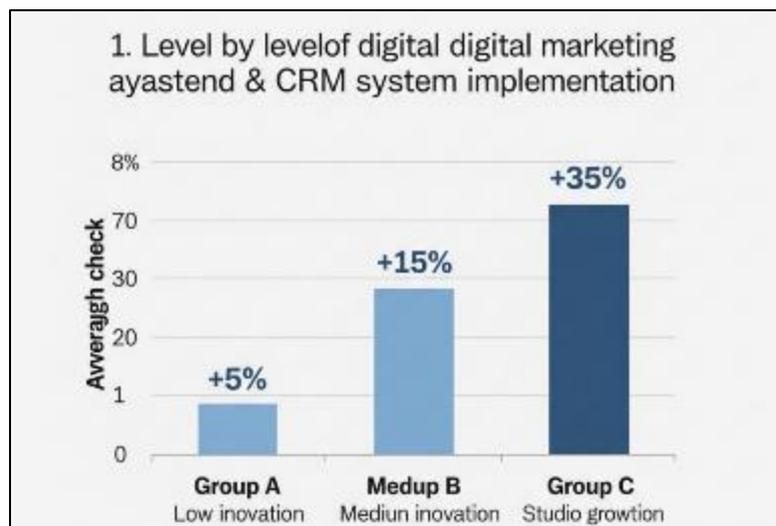
The capitalization of enterprises in creative industries often depends not only on tangible assets but also on intellectual capital, brand reputation, customer loyalty, and the uniqueness of the creative product. In the tattoo industry, where the personality and skill of the artist are central elements of the value proposition, innovations aimed at strengthening these aspects can directly affect the market value of the business. For instance, the development of a unique artistic style, the implementation of advanced hygiene and safety standards, and the creation of an exclusive atmosphere in the studio are examples of innovations that enhance the perceived value of services.

### 3 Typology and Practical Implementation of Business Innovations in the Tattoo Industry

Business innovations in the artistic tattoo industry can be classified into several categories:

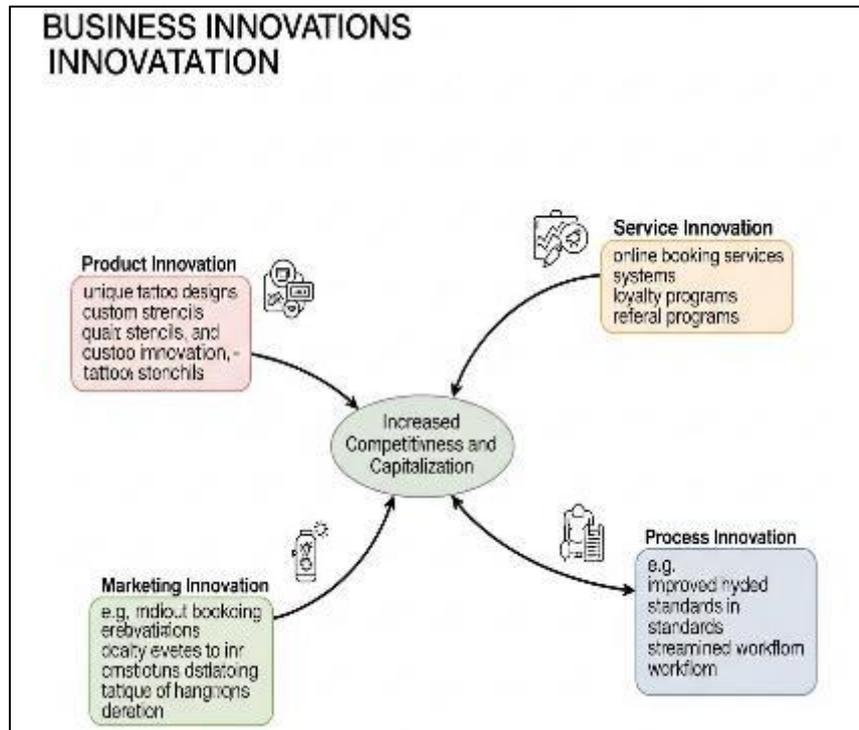
- **Product (Artistic) Innovations:** Development and introduction of unique proprietary styles and tattooing techniques. For example, specialization in rare or complex styles such as black-and-white realism or the creation of original, recognizable designs allows artists to differentiate themselves from competitors and attract a specific audience.
- **Process Innovations:** Optimization of workflows, including the use of modern equipment, adoption of digital tools for sketch creation and project management (such as specialized collage and design applications), as well as the implementation of advanced sterilization and tattoo aftercare methods.
- **Service Innovations:** Enhancing the quality of the customer experience at every interaction stage—from initial consultation and development of a personalized design to the tattooing process and post-procedure care. This includes creating a comfortable and aesthetically pleasing studio environment, offering a personalized approach to each client, and building long-term relationships.
- **Marketing Innovations:** Utilizing modern promotion channels such as social media to showcase portfolios and attract clients, building a strong personal brand for the artist or the studio brand, and participating in industry conventions and exhibitions to increase recognition and affirm professional status.
- **Organizational Innovations:** Creating new business models such as developing creative hubs or coworking studios for artists, establishing mentoring and training systems for young professionals, and implementing ethical business standards.

Analysis of successful tattoo studios and artists shows that innovation activity directly correlates with economic performance. For instance, studios investing in building a unique brand, high-quality customer service, and active online promotion generally demonstrate higher rates of client base growth and average transaction value.



**Figure 1** Growth trajectory of average check value in tattoo studios

Participation in professional competitions and conventions also contributes to increasing the recognition and, consequently, the capitalization of the artist's brand. This confirms that investing in professional development and public recognition is an effective business strategy.



**Figure 2** Business innovations

#### 4 Synergistic Effect of Innovations

It is important to note that the maximum effect on capitalization and competitiveness is achieved through the comprehensive implementation of various types of innovations. Separate improvements, for example, only in tattooing technique without proper marketing support and quality service, may not lead to significant economic growth. Studies in related creative fields confirm that it is precisely the synergy of product, process, marketing, and organizational innovations that ensures sustainable competitive advantage [2].

The development of digital technologies opens new opportunities for innovations in the tattoo industry. The use of specialized software for sketch creation, virtual tattoo try-ons (which intersects with the concept of VR in E-Commerce), CRM systems for client base management, as well as active use of social media for promotion – all this becomes an integral part of a successful tattoo business [3]. The shift from perceiving a tattoo artist solely as an artist to his role as an art entrepreneur, strategist, and brand manager is a modern trend defining the future leaders of the industry.

The conducted analysis confirms a significant positive impact of business innovations on the capitalization and competitiveness of enterprises in the artistic tattoo industry. The ability to create and implement innovations in products, processes, services, marketing, and organizational structure allows tattoo studios and artists not only to survive in conditions of growing competition but also to achieve substantial economic growth.

The main directions for innovative development are:

- Formation of a unique artistic style and value proposition.
- Building high-quality client service based on personalization and deep understanding of client needs.
- Active use of digital technologies for design, marketing, and business management.
- Development of a strong personal or studio brand.
- Creation of a supportive and developmental environment for artists, including opportunities for training and professional growth.

#### 5 Conclusion

For further research, a quantitative analysis of the impact of specific types of innovations on the financial performance of tattoo studios using econometric models, as well as the study of the specifics of innovation processes in tattoo

industries of different countries considering cultural and economic features, appears promising. The implementation of advanced business practices based on innovations will contribute to further professionalization and economic prosperity of the artistic tattoo industry.

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