

## Young Scholars' Workshop

6<sup>th</sup> Vienna Music Business Research Days 2015

**Sep. 29<sup>th</sup>, 2015, 09:00-18:00**

Large Conference Room at the Institute for Cultural Management and Cultural Studies (IKM), Anton-von-Webern-Platz 1, 1030 Vienna, Austria

09:00-09:15 Welcome address by Carsten Winter & Peter Tschmuck

### **EDM & YouTube**

Chair: Carsten Winter (Hanover University of Music, Drama and Media, Germany)

09:15-10:00 **Anita Jóri** (Macromedia University of Applied Sciences Berlin): "Techo Language" – Understanding a Discourse Community

Mentoring and discussion: Beate Flath (University of Music and Performing Arts Vienna)

10:00-10:45 **Joachim Haupt** (Berlin University of Arts): The Parallel Industry – How YouTube Reframes the Business of Music

Mentoring and discussion: Balazs Bodo (University of Amsterdam)

10:45-11:00 Coffee Break

### **Social Media Marketing and Self-Management**

Chair: Beate Flath (University of Music and Performing Arts Vienna)

11:00-11:45 **Ewa Niezgoda** (Jagiellonian University Kraków): Social Media Marketing and Classical Music

Mentoring and discussion: Dagmar Abfalter (University of Music and Performing Arts Vienna)

11:45-12:30 **Jaqueline Soares Marques** (Federal University of Rio Grande do Sul, Brazil): Learning to self-manage the career: a case study with singers of "Música Sertaneja - Brazilian Country Music"

Mentoring and discussion: Glauca Peres da Silva (University of Duisburg-Essen)

12:30-13:30 Lunch Break



## Musicians' Careers

Chair: Dagmar Abfalter (University of Music and Performing Arts Vienna)

13:30-14:15 **Lorenz Grünewald** (University of Applied Sciences Berlin): On Distinguishing Artist and Brands

Mentoring and discussion: Juan D. Montoro-Pons (University of Valencia)

14:15-15:00 **Jozef Spiteri** (Southern Methodist University in Dallas, Bocconi University and HEC Montréal): Tribes and Their Sphere of Influence. The Tribalism of Arcade Fire

Mentoring and discussion: Martin Lücke (Macromedia University of Applied Sciences Berlin)

15:00-15:15 Coffee Break

## The Organization of the Recording Industry

Chair: Michael Huber (University of Music and Performing Arts Vienna)

15:15-16:00 **AbnerPérez** (Universidad de las Americas Quito, Ecuador): Compulsory Licensing in the Recording Industry

Mentoring and discussion: Peter Tschmuck (University of Music and Performing Arts Vienna)

16:00-16:45 **Krzysztof M. Michalak** (University of Agder, Kristiansand, Norway): A Conceptual Framework for Research on Organizational Culture of a Record Company

Mentoring and discussion: Carsten Winter (Hanover University of Music, Drama and Media, Germany)

16:45-17:00 Coffee Break

## The Music Business in Nepal

Chair: Peter Tschmuck (University of Music and Performing Arts Vienna, Austria)

17:00-17:45 **Chandra Giri Subash** (University of Agder, Kristiansand, Norway): Digitization of Music: A Case Study of Nepalese Music Industry

Mentoring and discussion: Guy Morrow (Macquarie University Sydney, Australia)