

Young Scholars' Workshop

7th Vienna Music Business Research Days 2016

Sep. 27th, 2016, 09:00-17:00

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

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

Music Branding I

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

09:15-10:00 **Lorenz Grünewald** (University of Applied Sciences for Media, Communication and Management Berlin, Germany): The (In)significance of the Brand: Brands & Music Culture
Mentoring and discussion: Beate Flath (University of Paderborn, Germany)

10:00-10:45 **Izabela Rekowska** (Poznan University of Economics, Poland): Use of social media by independent music artists in Poland
Mentoring and discussion: Carsten Winter (Hanover University of Music, Drama and Media, Germany)

10:45-11:00 Coffee Break

Music Branding II

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

11:00-11:45 **Gord Dimitrieff** (Berlin School of Creative Leadership at Steinbeis University, Germany): Finding a Road to Continual Improvement in Music Marketing
Mentoring and discussion: Daniel Nordgård (University of Agder, Kristiansand, Norway)

11:45-12:30 **Maria Makarova** (Catholic University of Milan, Italy): Applicability of Individual Business Model Perspective in Creative Industries
Mentoring and discussion: Michael Huber (University of Music and Performing Arts Vienna, Austria)

12:30-13:30 Lunch Break

Music Consumption Behaviour

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

13:30-14:15 **Jon Icazuriaga** (Universidad de Valencia, Spain): Analysing Perceived Value, Satisfaction and Purchase Intention in the Music Industry

Mentoring and discussion: Nils Wlömert (Vienna University of Economics and Business, Austria)

14:15-15:00 **Lars Reiten** (University of Agder, Kristiansand, Norway): A Levy for the Age of the Cloud?

Mentoring and discussion: Nico Kraft (Vienna University of Economics and Business, Austria)

15:00-15:30 Coffee Break

Music Industry Structures & Artist Development

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

15:30-16:15 **Robert Pantel** (University of Agder, Kristiansand, Norway): Controlling Attention and Visibility in the Record Industries

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

16:15-17:00 **Ewa Niezgoda** (Jagiellonian University, Krakow, Poland): Can a Star Be Born Overnight? The Role of The International Chopin Piano Competition in Careers of Young Pianists

Mentoring and discussion: Angela Myles-Beeching (Manhattan School of Music, USA)