

Program of the 7th Vienna Music Business Research Days,

September 28: Conference Track Day (preliminary program)

Track 1 (Joseph-Haydn Hall)	Track 2 (Large Conference Room, IKM)
09:10-09:15 - Welcome and Introduction	
09:15-11:00 – Session 1A – Recorded music industry	
Chair: Peter Tschmuck	
<ul style="list-style-type: none"> • Wlömert / Papies - <i>On-demand Streaming Services and Music Industry Revenues – Insights from Spotify's Market Entry</i> • Nasta / Pirolo / Wikström – <i>Old dogs and interns: An empirical analysis of the link between team diversity and performance in sound recording projects</i> 	
11.00-11.30: Coffee Break	
11.30-13:00 Session 2A: Music archives and education	11:30-13:00 Session 2B – Entrepreneurship and value creation
Chair: Michael Huber	Chair: Andrej Srakar
<ul style="list-style-type: none"> • Winter / Schories - <i>Professionalization strategies for music on a global scale and in the perceptions of stakeholders at the Hanover University of Music, Drama, and Media</i> 	<ul style="list-style-type: none"> • De Sancha Navarro / Palma Martos / Oliver-Alfonso – <i>Economic and financial viability plan for the entrepreneurship of a lyric theatre low-cost company: The case of Zarzuela in Spain</i> • Heredia Carroza / Palma Martos / Aguado – <i>Creative substance and Copyright. The case of Flamenco in Spain</i>
13.00-14.00: Lunch Break	
14:00-15:30 Session 3A – Live music industry	14:00-15:30 Session 3B – Music streaming
Chair: Juan Montoro-Pons	Chair: Daniel Nordgård
<ul style="list-style-type: none"> • Srakar / Vecco – <i>Blue Notes: Slovenian jazz festivals and their contribution to the economic and social resilience of the host cities</i> • Sonnabend – <i>Fairness constraints on profit-seeking: Evidence from the German club concert industry</i> 	<ul style="list-style-type: none"> • Luck - <i>The Psychology of Streaming</i> • Pedersen - <i>Organizational and Economic Consequences of the Music Streaming Economy</i>
15:30-16:00: Coffee Break	
16:00-17:30 Session 4A - Music consumption behavior	
Chair: Patrik Wikström	
<ul style="list-style-type: none"> • Montoro-Pons / Cuadrado-Garcia – <i>Music genres in the consumption and use of recorded music</i> • Rurale / Visentini - <i>A focus on music consumption. Experience and tribes creation in a music community</i> 	