

## Conference Day on September 30<sup>th</sup>, 2015

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

**September 30<sup>th</sup>, 2015: 09:00-18:00**

Joseph Haydn-Hall, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

09:00-09:30	Welcome address by the organizers
09:30-11:00	<p><b>Music Industries</b></p> <p><i>Erik Hitters &amp; Wes Wierda, Erasmus University Rotterdam</i> Expanding Isomorphism; the case of the Dutch Music Publishing Industry</p> <p><i>Guy Morrow &amp; Fangjun John Li, Macquarie University Sydney</i> The Chinese Music Industries: Top Down in the Bottom Up Age</p>
11:00-11:30	Coffee break
11:30-13:00	<p><b>Music distribution</b></p> <p><i>Juan Josep Vallbe, Balasz Bodo &amp; Christian Handke, University of Barcelona, University of Amsterdam, Erasmus University Rotterdam</i> Knocking on Heaven's Door – User preferences on digital cultural distribution</p> <p><i>Holger Schwetter, Leuphana University Lüneburg</i> Sharing – What else?</p>
13:00-14.30	Lunch break
14:30-16:00	<p><b>Music Consumption</b></p> <p><i>Beate Flath, University of Paderborn</i> Be you? On the relation of individualised music consumption and diversity in the digital age</p> <p><i>Sigrid Quack &amp; Glaucia Peres da Silva, University of Duisburg-Essen</i> Recipe of success? Factors that matter on the stabilisation of music genres and markets</p>
16:00-16:30	Coffee break
16:30-18:00	<p><b>Financial Aspects of the Music Business</b></p> <p><i>Juan D. Montoro-Pons, University of Valencia</i> The Determinants of Profits in the Recorded Music Sector</p> <p><i>Loris Hovian &amp; Sona Valipour, Iran University of Science &amp; Technology</i> Strategic Cost Management for Live Classical Music As a Cultural Product</p>