

Schedule

Track 1	Haydn-Hall (main building)
Track 2	Conference Room (IKM)
Breaks	Foyer (main building)

September 13th, 2017

9:00 - 9:30	Welcome and Opening	
9:30 - 11:00	<p>Session 1A: Music entrepreneurship Chair: Dagmar ABFALTER</p> <ul style="list-style-type: none"> Sarita M. STEWART (Belmont University) "The Use of the Artist-Fan Engagement Model as a Strategy Tool" Jason BURCHARD (The London School of Economics and Political Science) "Conceptualizing an Entrepreneurial Growth Model of the 21st Century Music Industry" 	<p>Session 1B: Music festivals Chair: Guy MORROW</p> <ul style="list-style-type: none"> Juan D. MONTORO-PONS & Manuel CUADRADO-GARCIA (University of Valencia) "Assessing the impact of headlining a music festival" Beate FLATH (University of Paderborn) "Festivals in rural regions: an empirical study on value creation processes by the example of the Orange Blossom Special Festival (OBS)"
11:00 - 11:30	Refreshments	
11:30 - 13:00	<p>Session 2A: The digitized music industry Chair: Peter TSCHMUCK</p> <ul style="list-style-type: none"> Bård TRONVOLL & Ola HAAMPLAND (Inland Norway University of Applied Sciences): Music digital streaming - the formation of listening experience Wolfgang SENGES (ContentSphere) "Blockchain for Music Business: Preventing the Threat of Disruption" 	<p>Session 2B: Legal issues in the music business Chair: Daniel NORDGÅRD</p> <ul style="list-style-type: none"> Konstantin HONDROS & Sigrid QUACK (University Duisburg-Essen) "Transforming Regulatory Uncertainty in Musical Creativity? Legal Professionals' Practices in the Music Business" Giovanna CARUGNO (University of Campania Luigi Vanvitelli) "Legal Issues on Choreographies: A Comparative Overview"
13:00 - 14:00	Lunch Break	
14:00 - 15:30	<p>Session 3A: Artist management Chair: Juan D. MONTORO-PONS</p> <ul style="list-style-type: none"> Jo HAYNES & Lee MARSHALL (University of Bristol) "Beats and Tweets: Social Media in the Careers of Independent Musicians" Robert PREY (University of Groningen) "The Quantified Artist: The Musician after Datafication" 	<p>Session 3B: Strategy & leadership Chair: Michael HUBER</p> <ul style="list-style-type: none"> Guy MORROW (University of Melbourne) "Agile management strategies within the music industries: Artist management and the problem of creative labour" Toni-Matti KARJALAINEN (Aalto University School of Business) "Distributed team leadership in a rock band: Curing the discordant alliance of creativity and business?"
15:30 - 16:00	Refreshments	
16:00 - 17:30	<p>Session 4A: Music preferences Chair: Beate FLATH</p> <ul style="list-style-type: none"> Liam LENTEN (La Trobe University) & Jordi MCKENZIE (Macquarie University) "The Times They Are A-Changin': On the Ephemeral Nature of Music Polls" Oliver WIESENER (Stuttgart Media University) "Gender-specific music preferences at video ads" 	<p>Session 4B: Music consumer behavior Chair: Sarita M. STEWART</p> <ul style="list-style-type: none"> Steven Caldwell BROWN (The University of Strathclyde) & Amanda Elizabeth KRAUSE (The University of Melbourne) "Music Piracy: A Psychological Perspective"