

Young Scholars' Workshop

6th Vienna Music Business Research Days 2015

Sep. 29th, 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)

12:30-14:00 Lunch Break



Music Branding

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

14:00-14:45 **Lorenz Grünewald** (University of Applied Sciences Berlin): "Researching Brands and Music Culture"

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

14:45-15:00 Coffee Break

The Organization of the Recording Industry

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

15:00-15:45 **Abner Pérez** (Universidad de las Americas Quito, Ecuador): Compulsory Licensing in the Recording Industry

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

15:45-16:30 **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)

