

## Young Scholars' Workshop

8<sup>th</sup> Vienna Music Business Research Days 2017

**Sep. 12<sup>th</sup>, 2017, 09:30-17:00**

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

09:30-09:45 Welcome address by Carsten Winter & Peter Tschmuck

### Collaborative Music Practices

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

09:45-10:30 **Benjamin Schiemer** (Johannes Kepler University Linz, Austria): Virtual Songwriting:  
Fostering Creative Processes through "Challenge" and "Collaboration"

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

10:30-11:00 Refreshments

### Music Branding & Music Festival Attendance

Chair: Beate Flath (University of Paderborn, Germany)

11:00-11:45 **Marija Maglov** (University of Arts, Belgrade, Serbia): Strategies of Popularization of  
Classical Music and the Role of Brands

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

11:45-12:30 **Dominik Nösner** (University of Paderborn, Germany): Motivations for German Popular Music  
Festival Attendance

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

12:30-13:30 Lunch Break

## Value Creation in the Music Industry

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

13:30-14:15 **Erica K. Smith** (University of Agder, Kristiansand, Norway): Redefining the Collective Management Organisation: Ensuring the Future Sustainability and Relevance of CMOs in the English-speaking Caribbean and the Caribbean Music Industry

Mentoring and discussion: Sally Gross (University of Westminster London, UK)

14:15-15:00 **Patrick Twaddle** (York University, Toronto, Canada): Theoretical Implications of Blockchain Systems on Economic Value Creation in Recorded Music

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

15:00-15:30 Refreshments

## Transformation Processes in the Music Industry

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

15:30-16:15 **Felicitas Cardenas Carbajal** (Hanover University of Music, Drama and Media, Germany): Who, how and why and with what consequences innovates through YouTube the music industry

Mentoring and discussion: Sarita Stewart (Belmont University Nashville, USA)

16:15-17:00 **David L. Lephoto** (University of the Witwatersrand, Johannesburg, South Africa): Digital Music in South Africa: Factors Inhibiting or Contributing to the Adoption of Digital Music Services

Mentoring and discussion: Peter Jenner (University of Hertfordshire, UK)