

## Editorial

*Peter Tschmuck*<sup>1</sup>

The first article of the October 2018 issue of the International Journal of Music Business Research (IJMBR), *"The secondary market for concert tickets: theory and evidence"* by Marie Connolly & Alan B. Krueger model the secondary ticketing market by considering that *"performers do not want to be perceived as gouging fans, they choose to underprice tickets and provide consumer surplus to customers"* (p. 6) In their empirical research, the authors highlight the constant underpricing of tickets that foster the secondary ticket market. However, as the concert industry moves from a provider of social events to a commodity market, Connolly & Krueger expect the social constraints faced by the artists and promoters to lose their power, enabling them to extract more of the high-value consumer surplus by raising the price of the good seats.

The second article is *"The development of the artist-fan engagement model"* by Sarita M. Stewart, which develops a model to explain the relationship between musicians and their fans. It is based on hedonic consumption and parasocial interaction theory and explores how the effects of music and artist drive fan engagement through access or ownership of recorded music.

The third and concluding article of this issue is *"Blockchain for Music Business: Preventing the Threat of Disruption"* by Wolfgang Senges. This article considers the blockchain as a disruptive power for the music industry that needs a useful framework to prevent damage. Therefore, he recommends a *"collaborative approach, agile methods, and transition*

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*management ... as a toolset to allow for successfully shaping the impact of disrupted processes" (p. 83).*

The IJMBR is aimed at all academics around the world, from students to professors, from all disciplines and with an interest in music business research. Interdisciplinary papers will be especially welcome if they address economic and business-related topics in the field of music. We look forward to receiving as many interesting papers as possible. Please send paper proposals to [music.business.research@gmail.com](mailto:music.business.research@gmail.com).

