

## Program of the 11<sup>th</sup> Vienna Music Business Research Days at the University of Music and Performing Arts Vienna

### September 22: Conference Zoom Online-Track

09:00-09:15 - Welcome address and introduction by the conference organizers
<p>09:15-10:45: Session 1</p> <p>Chair: Michael Huber</p> <p><b>Shane Terry Murphy</b>, Torrens University, Brisbane, Australia: Establishing a digital presence in the music industry: constructing the digital ecosystem for a micro music business</p> <p><b>Guy Morrow</b>, Melbourne University, Australia: Designing the music business. Design culture, music video and virtual reality</p>
10:45-11:00: Coffee Break
<p>11:00-12:30: Session 2</p> <p>Chair: Peter Tschmuck</p> <p><b>Diethard von Ammon</b>, GEMA and Ludwig-Maximilians-University Munich, Germany: The digitalization of music and the effects of Corona</p> <p><b>Jessica Edlom &amp; Jenny Karlsson</b>, Karlstad University, Sweden: Hang with me – fandom, brandom and the experiences and motivations of music fans</p>
12:30-13:30: Lunch Break
<p>13:30-15:00: Session 3</p> <p>Chair: Michael Huber</p> <p><b>Martijn Mulder &amp; Erik Hitters</b>, Erasmus University Rotterdam, The Netherlands: Live is live? An analysis of the differences between motivations for concert and festival attendance</p> <p><b>Martina Kalsner-Gruber</b>, Danube-University Krems, Austria: The power of reputation. A case study on the artistic directors of Austria's music festivals</p>
15:00-15:15: Coffee Break
<p>15:15-16:45: Session 4</p> <p>Chair: Peter Tschmuck</p> <p><b>Muhammad Murtaza Ali, Jenny Karlsson &amp; Per Skälén</b>, Karlstad University, Sweden: How has digitalization transformed value creation in the music industry?</p> <p><b>Beate Flath &amp; Maryam Momen Pour Tafreshi</b>, Paderborn University, Germany: Cancelled gigs, closed venues and running costs. An explorative investigation on the relation of professional self-concepts of local event managers of live music in Ostwestfalen-Lippe (OWL) and their strategies to face the corona crisis</p>