PROGRAM

DOCTORAL SIMPOSYUM

June 22, 2019
San Giobbe

8:30 am - 9:00 am
Registrations
9:00 am - 9:15 am
Welcome
ROOM 10 A
Ruth Rentschler, Professor Arts & Cultural Leadership, Head, School of Management, University of South Australia
Maria Lusiani, Ca' Foscari University of Venice
Pierre-Jean Benghozi, Ecole Polytechnique, CNRS, ARCEP Paris, Cochairman of AIMAC Scientific Committee

9:15 am - 10:15 am
Keynote - Opening presentation
Ian Fillis Qualitative Research Methods in Arts Management & Entrepreneurship
10:15 am - 10:45 am
COFFEE BREAK
10:45 am - 11:45 am
Keynote
ROOM 10 A
Anne Gombault Qualitative Research techniques in creative industries: A French Perspective

11:45 am - 12:45 pm
Parallel tracks

TRACK 1 Cultural Policy & Precints
ROOM 10 A
Facilitator: Elisa Salvador
- Han Zhang: The Functions of Cultural Strategies: Festivals
- Valeria Morea: Evaluating Public Art's Impact
- Lucia Hrňáková: Acquisitions of Contemporary Art by Art Institutions in the Czech Republic

June 23, 2019
Ca' Foscari University

9:00 am - 10:00 am
Parallel tracks

TRACK 1 Arts Marketing
ROOM BARATTO
Facilitator: Ian Fillis
- Xi Dai: Analysis on the Media Functions of Art Exhibition Spaces
- Yun Cheng: Outreach and Education Practice as Audience Engagement Strategy in Performing Arts Centres: An International Perspective
- Matthew Waters: The Curator as Chameleon: Managing Multi-Stakeholder Values through Cultural Mediation

10:00 am - 10:30 am
COFFEE BREAK
10:30 am - 11:30 am
Presentation
ROOM BARATTO
Boran Lee From qualitative to quantitative research techniques: The case of fundraising

11:30 am - 1:00 pm
Parallel tracks

TRACK 2 Entrepreneurship
ROOM 9 A
Facilitator: Ian Fillis
- Claire Grellier Fouillet: Innovative entrepreneurs’ behaviour in Tourism in France
- Margaux Vaïola: Innovation management in cultural organizations

June 24, 2019
San Giobbe

2:30 pm - 6:30 pm
Welcome and registration for AIMAC
6:30 pm - 7:00 pm
Welcome speech
- Prof. Michele Bugliesi, Rector of Ca' Foscari University of Venice
- Prof. Francesco Casarin, Ca' Foscari University of Venice. Management of Arts and Culture Lab (MacLab)
7:00 pm - 8:00 pm
Welcome cocktail

10:45 am - 11:45 am
Parallel session 1

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: François Colbert
- Alexis Perron-Braul, Danilo Dantas, Renaud Legoux: Customer Engagement and New Product Adoption in the Music Industry: The importance of the fit between Brand and New Product Innovativeness
- Chiara Piancatelli, Marta Massi, Paul Harrison: Engaging with arts in the era of the settler: an ethnographic study
- Vince Ford, Munir Mandviwalla: Digital Engagement as a Mechanism for Digital Transformation in the Performing Arts
- Maud Derbaix, Dominique Bourgeon-Renault, Elodie Jarrier, Christine Petr: The explanatory variables of narrative transportation and consumer engagement with a transmedia consumption experience
TRACK 2 – Strategic Marketing
ROOM 10 A
Chair: Alex Turini
- Florence Euzéby, Carole Martinez, Juliette Passebois: Branding performing art in the digital age: Lessons from Opera de Paris
- Anne-Marie Hade, Finola Kerrigan, Thyme Maree: Branding, literary adaptations, books, film, movies, marketing metaphors
- Emanuel Said, Maria Chiara Restuccia, Sarah Borg: Experiencing a European Capital of Culture brand: A longitudinal case study of Tbilisi 2018
- Simone Guercini, Silvia Ranfaghi, Matilde Milanesi: An online research approach to investigate consumers’ perception of museum brands: the case of ‘Opera di Santa Maria del Fiore’

TRACK 3 – Organizational Behaviour and Human Resources
ROOM 10 B
Chair: Anne Gombault
- Simeng Chang: Network and structure: mapping the museum valorization in Chinese emerging contemporary art
- Antonella Basso, Stefania Funari: How well is the museum performing?
- Neville Vakharia, Yuba Jang: Organizational Structure and Performance in Museums: A Systems Theory Approach
- Marek Prokups: Museum business models: museum fundraising and its ethical challenges

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 7 A
Chair: Laurent Creton
- Kate Keeney: Leadership tenure: Understanding dynamic leadership lives in arts organizations
- Carole Le Rendu, Lucie Bouchet Dahan: Why do professionals in the cultural sector develop stalker career paths?
- Emmanuel Cobelence, Nicolas Auboun, Frédéric Kleta: The organizational shaping of a creative occupation: The case of cultural mediators
- Rosalyn Rubenstein: The cultivation of talent: training the next generation of cultural leaders

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Jaime Ruiz-Gutierrez
- Álvaro Andres Martinez Coronel: The role of cultural programs as diplomatic tools in International Relationships: A Smart Power analysis within the frame of the Crossed’N Face 2017
- Mervi Luonila, Arti Kurlin, Sari Karttunen: The effectiveness of Finnish arts and cultural festivals: the long-term impacts as defined by event organizers
- Michelle Bergadà, Thierry Lorey: Music and live arts: the case of the Jourancon wine open days
- Aranżazu Gartzelumendi, Dominique Bourgoen-Renault, Juan David Pinzon: The impact of artistic innovation in the public’s dispositions of the opera: a cultural dissonance approach

TRACK 6 – Creative Industries
ROOM 9 B
Chair: Michele Trimarchi
- Elena Castro-Martínez, Albert Recasens, Ignacio Fernández de Lurci: Innovations in Early Music Festivals
- Kaspars Steinbergs, Agnese Hermane, Kristine Freiberga, Paula Podniecze: Challenges for the event industry: the case of Latvia
- Maria Devesa Fernandez, Ana Rovlfn-Nemirovsky: Measuring the cultural and social effects of arts festivals: a theoretical and applied proposal of impact indicators

TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Jennifer Wiggins
- Suzanne Burke: Knowing the Gayelle: Devising holistic, pedagogical approaches to training cultural entrepreneurs
- Tobias Bürger, Christine Volkmann, Felix Ache, Marilena VECCO: Boosting the next wave of cultural entrepreneurs: A systematic review of cultural entrepreneurship incubation
- Victoria Rodner: Institutionalizing Entrepreneurs – The Case of Brazil’s Forum for Cultural Rights
- Annetta Latham, Oli Siska: Addressing the barriers of opportunity and engagement in formal Arts and Cultural Management programmes

TRACK 8 – Strategic Marketing
ROOM 10 A
Chair: Umberto Rosin
- Kari Schmidt: Navigating Intellectual Property Law in New Zealand: Contemporary Art Spaces: A Strategic Management Approach
- Grant Hall, Ruth Rentschler, Marianna Sigala: Stephen Boyle: How do transformational festivals support innovation processes? A case study of the Burning Man festival
- Severino Salvemini, Costanza Sarronis, Arianna Riccardi: Social and Economic Impacts of Jazz Festivals over the Territory: A Research based on 19 Jazz Festivals in Italy
- Marie Vitova Duklová, Martin Víta, Miroslav Karlecek: Predicting Customer Lifetime Value in the Performing Arts Environments

TRACK 9 – Organizational behaviour
ROOM 7 B
Chair: Antonella Carù
- Ian Fittis, Jan Brown, Kim Lehman: Exploring the formation of value webs within creative entrepreneurial ecosystems
- Tobias Bürger, Christine Volkmann, Felix Ache, Marilena Vecco: Boosting the next wave of cultural entrepreneurs: A systematic review of cultural entrepreneurship incubation
- Victoria Rodner: Institutionalizing Entrepreneurs – The Case of Brazil’s Forum for Cultural Rights
- Annetta Latham, Oli Siska: Addressing the barriers of opportunity and engagement in formal Arts and Cultural Management programmes

TRACK 10 – Strategic Marketing
ROOM 8 A
Chair: Chiara Saccon
- Ruth Rentschler, Fara Aztam, Ruchi Sinha, Susan Luckman: Bad behaviour and in and around the non-profit boardroom
- Stoyan Sourger: The bifurcation of the Art Market and the Long Shadow of the Financial Sector
- Udo Bönmüller, Alexander Brext: Film financing as a model? Adapting layered financing to other fields of creative production
- Yu-Chien Chang, Sam Tsu-Hsiang: “Exploring the formation of value webs within creative entrepreneurial ecosystems”...still a bit too much

TRACK 10 B
Chair: Jennifer Wiggins
- Ian Fittis, Jan Brown, Kim Lehman: Exploring the formation of value webs within creative entrepreneurial ecosystems
- Tobias Bürger, Christine Volkmann, Felix Ache, Marilena VECCO: Boosting the next wave of cultural entrepreneurs: A systematic review of cultural entrepreneurship incubation
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TRACK 11 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Yesu Evarud
- Francesco Casarini, Michele Bonazzi: Omnivorous Cultural Consumption and the Fruition of Cultural Products. The Consumption of Arts & Culture and the Research of Artistic Benefit
- Piergiacomo Mion Dalle Carbonare, Antonella Carù, Maria Carmela Ostilio: The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition
- Paola Borrono, Giovanna Segre: Cultural consumers of the future: evidence from an Italian sample
- Emanuela Conti, Arja Lemmetynen, Massimiliano Vesoli, Tonino Pencarelli: The measurement of the visitors’ museum experience: evidence from Finland and Italy

TRACK 12 – Entrepreneurship
ROOM 8 B
Chair: Neville Vakharia, Yuba Jang: Organizational Structure and Performance in Museums: A Systems Theory Approach
- Marek Prokups: Museum business models: museum fundraising and its ethical challenges

TRACK 13 – Financial management, governance and control
ROOM 8 B
Chair: Neville Vakharia, Yuba Jang: Organizational Structure and Performance in Museums: A Systems Theory Approach
- Marek Prokups: Museum business models: museum fundraising and its ethical challenges

TRACK 14 – Behavioural and Human Resources
ROOM 10 B
Chair: Nicolas Auboun
- Anna Maria Juram, Kaari Kiltuok-Prikk, Anna Äyväri: Role of values in societal engagement: artist, art organization and local community
- Marilena Vecco, Francesca Imperiali: Determinants of network effectiveness: evidence from the European cultural networks
- Peter Bryant: “I don’t know how to create what I am searching for”: Understanding the motivation for participation in DIY making through case studies of zines and zine makers
- Yoshia Wijnagen, Erik Hitters, Pawan Bhansing: Situating post-industrial creative workplaces: global trends and local histories in creative reuse

1:15 pm - 2:30 pm LUNCH
TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Luca Zan
- Aleksandra Widzińska, Witold Budziński, Mikołaj Czajkowski
Publicly funded cultural institutions – a comparative economic valuation study

David Ocon: Digitalizing Endangered Urban Cultural Heritage in Asia: Preserving or Replacing?

Jaime Ruiz-Gutiérrez, Gabriel Arjona-Pachón: Building Strong Cultural Institutions on Weak Foundations: The Case of Live Performing Arts Regulation in Colombia

Luca Zan: A challenge for Arts Management: the Recovering of the Venice Arsenal

TRACK 6 – Creative Industries
ROOM 9 B
Chair: Thomas Paris
- Allegre Hadida, Joseph Lampel, Julien Jourdan, Amit, W. Davit


Jie-Ling Lee: Examine successful factors & influence of Korean TV series in Taiwan: Prim Culture and Creative Industries perspectives

Joanie Lavoie, Danilo Dantas: Measuring Public Value for Public Broadcasters: Case Study of the Canadian Broadcasting Corporation

TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Frédéric Kletz
- Cécile Forrouge, Étienne St-Jean, François Labelle: Startups in the Museums: A Collaborative innovation Process Blurring the Organizational Boundaries?

Diane-Gabrielle Tremblay, Nathalie Lachappelle: How can entrepreneurship be developed in the artistic and creative activities sectors? Proposition of a model

Kostas Alexiou, Jennifer Wiggins: Legitimating Entrepreneurial Skills in Fine Arts Education

TRACK 8 – Cultural Policies, comparative analysis
ROOM 8 A
Chair: Elisa Salvador
- Paolo Ferri, Anna Giuagnini, Maria Elena Santagati, Luca Zan: Curators, professors and bureaucrats: managing Bologna University cultural heritage (1970-2015)


Robert Comunian, Fabrizio Panazzo: The artification of universities. Translating the idea of the museum in the higher education sector


June 25, 2019 San Giobbe
8:45 am - 10:45 am Parallel session 3

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: François Colbert
- Andrea Baldin, Trine Bille: Critics versus audience evaluation of performing arts: what determines their preference?

Bertacchićchi Enrico, Guerzonii Marco, Nuccio Massimiliano: Patterns and determinants of museum attendance in a context of flat-rate pricing scheme

Pau Rassell Kister, Sandi Ghrandi, Chuan Li, Maria Sendra Moreno: A comprehensive approach to users’ evaluation of cultural services. The Au Culture platform project

Ghofrane Ghariani: Should we criticize the critique? The rise and fall of the French film critique: an exploratory study of the perceived power of movie critique in France

TRACK 2 – Strategic Management
ROOM 9 B
Chair: Trîce Navarrete
- Erika Caviani, Monica Calcagnò: Open (Digital) Strategy for Museum Sustainability

Giulia Maragno, Giuseppe Boari, Gabriele Cantaluppi: A new path for the cultural economy: ISO certifications applied to museum

Michele Tamma, Stefania Zardini Lacedelli, Silvia Maria Carlo: Digital platforms ‘without a cause’: why the impact on a museum organization should not be taken for granted. The case study of Civic Museums in Venice

Shang Ying Chen, Jasper Hsieh: A Study on Risk Identification, Evaluation, and Strategy Selection of Medium and Large Sized Museums in Taiwan

TRACK 3 – Strategic Marketing
ROOM 10 A
Chair: Zannie Voss
- Tanya Drollinger, Braden Simpson: Relationship Building with Major Gift Donors for Arts and Education Organizations

Carolina Dalla Chiesa: Under Funding, Patronage and Sponsorship Track

Marta Massi, Chiara Piancatelli, Andrea Rurale, Piergiacomo Mon Dalì Carbonare: From Macerata to Cividà: Democratizing Fundraising in the Arts and Culture. The case of BeArt

Shawal Alshawaaf, Soo Hee Lee: The Paradox of Corporate Sponsorship of Art in the Age of Auditory

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 10 B
Chair: Amnachi Scapalari
- Ioanna Goulaptsi, Maria Manolika, George Tournavas: Innovation in Museum: The Impact of Individual Differences of Staff Members to Introduce Managerial Changes


Raminta Porcalti, Laura Bagacuciu, Aurelia Novakovsca: Can museums’ innovativeness benefit from ethical virtues? Empirical findings from Lithuanian museums

Sophie Gouvretich, Chsitain Deslandes: Artworks database: the Sisyphean task of museums?

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Elena Borin
- Elena Borin, Fabio Donato: European year of cultural heritage 2018: towards a new management approach to cultural heritage?

Antonio C. Coyler, Victoria Durrett, Melissa Nisselt: An International Survey of the Motivations and Experiences of Arts Management Graduates

Zahirenia Brokalaki, Roberta Comunian: Participatory art and place attachment: a new path towards place branding?


Pierre-Jean Benghozi, Elisa Salvador: The place of the Cultural and Creative industries in the EU policy orientation: the point of view of Communications from the European Commission

TRACK 6 – Creative Industries
ROOM 8 B
Chair: Inna Lyubareva
- Busson, Yves Evrand, Thomas Paris: The cultural policy challenged by new trends in the creative industries. The French case

Victoria Rodner, Thomas Roulet, Finola Kerrigan, Dirk Vom Lehe: When Incumbents Become Challengers: How Disruption in a Professional Field triggered the Emergence of an Institutional Niche in the Venezuelan Art Markets

Christian Holst: Cultural Brands and digital transformation: Brand strategic multimedia communication in the cultural sector

Monica Calcagnò, Rachele Cavara, Nunzia Coci: Bend but don’t break: a case study on the cultural entrepreneurial process in the publishing industry
TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Jennifer Wiggins
- Kristina Kuznetsova-Bogdanovich, Ragnar Söder: Strategic Approach to Formation of Relational Capital Between Arts Universities and the Cultural and Creative Sectors
- Luca Pansachi, Davide Bizzak, Luigi Maria Sicca: Exploring the Entrepreneurial Side of Academic Life. The pur/edu experience
- Maria Inês Pinho: Strategic Entrepreneurship and PWYW in Value Creation of Cultural Organizations
- Marijana Cvetkovic: Collective Leadership. The case of Nomad Dance Academy

TRACK 8 – Cultural Policies, comparative analysis
ROOM 8 A
Chair: Pierre-Jean Benghazi
- Maria Rusani, Luca Zan: Accounting for museum growth: the case of MiC (1908 - 1956)
- Qiong Dang, Katia Segers: Museums and Industrialities: A Cultural Policy Analysis
- Simon Kaan, Leoni Schmidt: Research and design curatorship in a bicultural landscape
- Isabella Perrotta, Lusia Santa Cruz: Museums: from metonymy to metaphors. Examples from Rio de Janeiro

TRACK 9 – Cultural Policies, comparative analysis
ROOM 7 A
Chair: Jaime Ruiz-Gutierrez
- Aude Porcedda: Regional Governance of the Culture Sector in Quebec: Strategic Analysis of Estrie, Maurice and the Centre of Quebec Regions
- Katarzyna Kopeć: Recontextualizing British Culture. Evidence from Poland
- Diana Bätzler, Lara Leuschen, Fabian Reibitzer: Digital Communication Strategies for the Cultural Sector. Evidence of an Interdisciplinary Approach based on the Cross-Border Region Lake Constance
- Jihua Yang: A 200-year of the evolution of China’s film censorship policy and future trends: A historical institutionalist Perspective
10:45 am - 11:15 am

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Enrico Bertacchini
- De La Vile Valérie-Indri, Săduucou Cristina, Delestage Charles-Alexandre Interactive leisure family visit to the museum: reconsidering cultural mediations to frame a shared experience
- Kalli Tzirtzi: Researching spatial experience in museums: the concept of the ‘active visitor’
- Rohit Talwar, Finola Kerrigan: Unrequited value: the use of interactive installations in marketing
- Stéphanie Peltier, Yasmin Bozdogan: Exploring the Drivers for Satisfaction of Immersive Technologies for Cultural Experiences: Immersion versus Cybersecurity
11:15 am - 1:15 pm
Parallel session 4

TRACK 2 – IMBRA/ Strategic Management
ROOM 10 A
Chair: Allegre Hadida
- Guy Mowros: Artist management in the age of big data
- Anne Hermann: Symphony orchestras and the prospect of sustainability
- Jesús Hernández-Corocho, Luis Palma, Luis F. Aguado: Does copyright understand the perceptions of the audience? The case of flamenco in Spain
- Juan de Dios Montoro-Pons, Manuel Cuadrado-Garcia: Cultural events as brands: the effect of music festivals on artists’ gallery

TRACK 3 – Strategic Management
ROOM 9 B
Chair: Michele Tamma
- Giulia Cancellieri: Blending Tradition and Modernity to Legitimise Novelties in Italian Opera
- Meng Fong Lim: Management Challenges of Small, Non-profit theatre companies in Singapore: Perspectives from their Leaders
- Susanne Burns: Repositioning the Orchestra: Institutional Change, Value and Civic Role
- Adrian Debarbosa: Mobilising alternative capital in an emerging music sector: The case of live music promoters in Malta
1:45 pm - 2:15 pm

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 8 B
Chair: Emmanuel Coblence
- Donatella De Paoli: Networking in the arts: How space affects creativity
- Ludovica Leone, Fabrizio Montanari, Anna Chiara Scapolo: The relational side of creativity: the emergence of new creative outcomes in collaborative spaces
- Pierre Poinsignon, Thomas Paris: Place and creativity, a multidimensional perspective: the case of the ‘ateliers de la République’, a French comic workshop
- Frédéric Leroy: Acquiring creativity without destroying it: lessons from the Disney-Pixar case. How Pixar failed to transfer its competences from animation to live-action cinema

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Elisabetta Lazzaro
- Jasper Huyle: The Role of Art Museums in Urban Politics
- Marta Massà, Chiara Piancatelli, Lorenzo Mizzau, Elena di Raddo: Culture and the City: Rebranding ‘Tough’ Cities through Arts and Culture. The Case of Matera 2019
- Volker Kirchberg, Robert Pepper: Power and potential of artistic and cultural organizations in a sustainable urban development – a network analysis
- Karina Poli, Lima da Cunha: The creative hubs, a comparison between the cultural policies of the Brazil and the United Kingdom

TRACK 6 – Strategic Marketing
ROOM 7 A
Chair: François Courvoisier
- Glenn Voss, Richard Briesch, Ernan Haruvy, Zannie Voss: The Effect of Competition on Innovation and Performance in the Performing Arts
- Paola Trevisan, Andrea Baldwin: Innovation in the performing arts: towards a new definition and a new indicator
- Pei-Yun Hung, Huei-Ling Lü: A Study on the Use Behavior of Social Media and Cultural Workers: Based on the UTAUT Model

TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Suzanne Burke
- Vicky Ho: How the lack of cultural management fails the potentials of street music: Observations from the bookin scene in Hong Kong
- Federica Antonaglia, Thierry Verstraete: Entrepreneurial Orientation or how to reconcile scientific, cultural and economic missions of a cultural organisation. The Business Model of Semitour
- François Labelle, Anne-Marie Pichette, Étienne St-Jean: Polyphony and Polyrhythm as Metaphors for Understanding Cultural Entrepreneur: The Case of Timucua Arts Foundation
- Heidi Angell Strøm, Trude Høgvold: Mobilising alternative capital in an emerging music sector: The case of live music promoters in Malta
- Simon Kaan, Leoni Schmidt: Research and design curatorship in a bicultural landscape
- Isabella Perrotta, Lusia Santa Cruz: Museums: from metonymy to metaphors. Examples from Rio de Janeiro

TRACK 8 – Consumer Behaviour
ROOM 10 B
Chair: Stéphanie Peltier
- Martin Zeleny, Jan Hanzlík: Typology of Individual Private Collectors and their Consumer Behavior
- Rebecca Arditi-Giry, Isabelle Assassi, Laurence Bundy: Why don’t cultural fundraisers consider themselves as salespeople while they are using business development techniques?
- Marie Ballarini: Patrons or investors? The hybrid motivation of the new co-owners of the Château de la Motte-Chandeniers
- Roger Bennett: Factors Contributing to the Success (or Failure) of Collaborative Projects Involving Artists and Heritage Venues

TRACK 9 – Strategic Management
ROOM 8 A
Chair: Manuel Cuadrado
- Inna Lyubareva, Laurent Brisson, Cécile Bothorel: Crowdfunding platforms and development of online communities: empirical analysis of Huile
- Kate Keeny, Yuha Jung: An application of systems intelligence in arts leadership
1:15 pm - 2:15 pm
LUNCH
TRACK 7 – Entrepreneurship
ROOM 7 A
Chair: Dagmar Abfalter
- Betzler Diana, Fluturime Jusufi: Seven fields of action in digital cultural policies: a comparative policy analysis of Austria, England and Canada
- Trlice Navarrette, Elena Villaespesa: Implications of open data: need for a new management model
- Sarah Schuhbauer, Andrea Hausmann: Information and communication technologies (ICTs) in cultural and heritage tourism. Results of a survey with heritage visitors

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Michelle Bergadá
- Cittaii Mayay Santos Turet: Cultural industry and transparency: challenges and possibilities. The case of Mexico’s creative cities
- Julia Parigot: Can artistic organizations renew the contemporaneous city?
- Antonella ArdizZONE, Concetta Castiglia, Valeria Morea, Michelle Trinacri: Public investment in culture and territorial growth: un-wrapping the impact of culture
- Dong Feng: Arts Management and Education during the transition of era - From a perspective of China

TRACK 6 – Creative Industries
ROOM 6 A
Chair: Elsa Salvador
- Alice Farley: An analysis of the leadership styles of Executive Directors at some of Australia’s major performing arts Festivals
- Andrea Hausmann, Anna Stegmann: What traits and skills does the “ideal” museum leader need? Delimitation of an integrated leadership framework for museum management
- Jacques Chabritatt, Marc LeClure: A process of managerial innovation in cultural organizations. Association and management of the emergence of management tools

TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Marilena Vecco
- Julia Parigot, Emmanuel Coblenz: Performing arts entrepreneurs: a typology of organizational configurations
- Andrej Srakar: The effects of cultural policy on nascent cultural entrepreneurship: A Bayesian nonparametric approach to longitudinal mediation
- Nathalie Schieff-Béjancet, Sandrine Emin, Sylvie Sammut: What do we mean by support cultural entrepreneurship in France? A study focusing on the performing arts
- Luciana Lazzeretti, Francesco Capone: The role of education in the entrepreneurial ecosystem. The case of ‘made in Tuscany academy’ in the Florence fashion city

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Michela Addis
- Yi Lin: The Escape Model of Consumers in China
- Michela Addis, Valentina Copat, Cecilia Marturana: Mapping the visitor journey in museums: lessons from the Capitoline museums
- Gayo Ju, Yi Lin: Ergodic Process of Cultural Consumer Behaviors in “Internet+” China: A Case Study of Documentary Film Masters in Forbidden City
- Marta Friol, Paola Borrione, Erika Meneghin: Children, museums and cultural policies: the case of FIMU

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Chair: Dagmar Abfalter
- Betzler Diana, Fluturime Jusufi: Seven fields of action in digital cultural policies: a comparative policy analysis of Austria, England and Canada
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TRACK 3 – Strategic Management
ROOM 10 B
Chair: Silvia Ranfagni
- Julie Masset, Alain Decrop: Tomorrowland festival: A cathartic music experience in a heterotopia of deviation
- Jen Snowball, Geoff Anthos: Festival value in multicultural contexts: city festivals in South Africa
- Noemi Ponzioni, Luca Pareschi: Audience Development as a cultural tool to strategically alter organizational dynamics. The case of Festivalletteratura

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 8 B
Chair: Susanne Burns
- La Forgia Mariella: Innovation in museal organizations: simplifying the complex governance
- Anne Kershaw, Kerrie Bridson, Melissa Parris: The Manifestation of Coproduction in Museums: approaches and hierarchies
- Wen-Ling Lin: How to navigate through different forces for change? Toward a new museum leadership approach

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- Sarah Schuhbauer, Andrea Hausmann: Information and communication technologies (ICTs) in cultural and heritage tourism. Results of a survey with heritage visitors
June 26, 2019
San Giobbe
9:00 am – 11:00 am
Parallel session 7

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Yi Lin
- Bernard Cova, Véronique Cova
  Cultural Experience Co-crafting: An Ethnographic Approach of Compostela Lookalike
- Francesco Zanibellato, Umberto Rosi
  Distant Beauty and Close Service: How Psychological Distance Affects Aesthetic and Service Experience
- Alex Turrini, Isabella Soscia, Giovanna Flacco
  “Don’t Worry, Be Happy”: Artworks Eliciting Positive Emotions Increase Curiosity for the Arts Among Younger Audience
- Dominique Laurence, Frederique Perron
  Consumer experiences with art objects: the example of the French market for affordable art

TRACK 2 – Strategic Management
ROOM 10 A
Chair: Paolo Ferri
- Thomas Blosni, Jean-Philippe Boulloud
  The convergence of contemporary art and management: towards a new configuration?
- Elisabetta Lazzaro, Pablo De la Vega, Nathalie Moureau
  Disentangling the interdependence of contemporary art fairs and galleries through network analysis
- Elisabetta Lazzaro, Andrea Ellero, Stefania Funari, Nathalie Moureau
  Efficient decision making of art galleries at Art Basel fairs
- Boram Lee, Ian Fraser, Ian Fillis
  Perceptions of Value and Valuation of Contemporary Artworks

Chair: Thomas Paris
- Diane-Gabrielle Tremblay, Amina Yagoubi: How can Creative Industries be Supported? Network Development for Fashion Designers
- Francois H. Courvoisier: Creative Swiss Watchmaking: a mix of art, industry and marketing
- Ilona Kunda, Ieva Zemite, Lake Anda: Cultural and creative industries: new entrants’ responses to paradoxes of creating a new creative industry product/service
- Marie-Leandre Gomez, Isabelle Boduy, Bernard Leca: Conquest of the stars: consecration in the field of haute cuisine

Chair: Ruth Rentschler
- Hysoon Shin: Navigating self-identities through arts participation: Arts and cultural education programs for North Korean defector youths in South Korea
- Ruth Rentschler, Boram Lee, Thomas Birtch, Shouwei Zhang, Ian Fillis, Flora Chiang: Understanding Artist Well-being: The Role of Arts Festivals and Events
- Walter van Andel, Arne Herman, Annock Schramme: Alternative Formats for Artistic Freedom: The Splinter Amsterdam Business Model
- Tracy Margieson, Ann Tonks: ‘Don’t put your daughter on the stage’: Mental health and well-being in the performing arts

Chair: Giovanni Sagre
- Diane-Gabrielle Tremblay, Wilfredo Angulo, Juan Luis Klein: Cinema Baubins
- Rodrigo Carvalho, Matheus Rodrigues: Dialogue between social business and creative economy: the experience of a cinema in the periphery of Rio de Janeiro
- Elena Borin, Enrico Maria Cervellati, Christine Sinapi: Which Behavioural Biases Lead Entrepreneurs in SMEs in the Cultural and Creative Sector to be Discouraged Borrowers?
- Nicolas Auboun: Faire le métier?
- Kate Keeney: Leadership: Understanding dynamic leadership: lives in arts organizations
- Elena Borin, Enrico Maria Cervellati, Christine Sinapi: Which Behavioural Biases Lead Entrepreneurs in SMEs in the Cultural and Creative Sector to be Discouraged Borrowers?
- Nicolas Auboun: Faire le métier?
- Les institutions culturelles face à l’émergence de nouvelles professions
- Eliide Paulos
- Chloe Prece: Lucky Breaks: Unpicking the intersectonality’s play at in artistic career
- Alex Turrini
- Alex Turrini, Isabella Soscia, Giovanna Flacco
  “Don’t Worry, Be Happy”: Artworks Eliciting Positive Emotions Increase Curiosity for the Arts Among Younger Audience
- Dominique Laurence, Frederique Perron
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Chair: Dominique Bourgeois-Renaud
- Fan Wu: Sojourner: Theatre Audience Experience in the Foreign Cultural Centre
- Kerrie Brisdson, Jody Evans, Tabitha White, Ruth Rentschler: Wellbeing and Audience Advocacy at the Melbourne Recital Centre
- Alessandra Balocchi A. Corrêa, Luis Alexandre G. de P. Pessôa, Flávia Barroso Mello, Daniel Kamlot, Veronique Jacobowski, Correlia Duboux: Rio de Janeiro, cultural consumption experiences in the new port area: the museum of tomorrow, Rio art museum and the national museum of fine arts

Chair: Giuli Cancellieri
- Inka De la Ville, Magali Boespflug: Digital books aimed at children on the French market: coping with an oxymoron
- Jeffrey Kim, Woong Je Hong: A Study of 20-somethings’ Vinyl LP Collecting and Purchasing Experience: Using Grounded Theory
- Samuel Cameron, Hendrik Sonnabend: Pricing the Groove: Hedonic equation estimates for rare vinyl records
- Rohit Talwar, Chloe Prece: Fans as facilitators: new insights into fandom through patronage

Visit of Doges Palace or Performance of Don Giovanni, Mozart
A special reduction will be granted to AIMAC participants.