**DOCTORAL SYMPOSIUM**

**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, CNRS Research Director (I3-CRG Ecole polytechnique, Paris) and Professor at Geneva University (GSEM), co-Chairman AIMAC

9:15 am - 10:15 am  
Keynote - Opening presentation  
**Ian Fillis**  
Qualitative Research Methods in Arts Management & Entrepreneurship  
ROOM 10 A  

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 & Precincts**  
**ROOM 10 A**  
Facilitator: **Elisa Salvador**  
- **Han Zhang**: The Functions of Cultural Strategic Pivots  
- **Valeria Morea**: Social life in public space as a commons: The case of public art  
- **Lucia Horňáková**: Acquisitions of Contemporary Art by Art Institutions in Czech Republic

12:45 pm – 2:00 pm  
LUNCH

2:00 pm – 3:00 pm  
**Keynote**  
**ROOM 10A**  
Pierre-Jean Benghozi  
Research epistemologies  

3:00 pm - 3:30pm  
**COFFEE BREAK**

3:30 pm - 5:00pm  
**Parallel tracks**

**TRACK 2 Entrepreneurship**  
**ROOM 9 A**  
Facilitator: **Ian Fillis**  
- **Claire Grelier Fouillet**: Innovative entrepreneurs’ behaviour in Tourism in France  
- **Margaux Vaïès**: Innovation management in cultural organizations  
- **Alexis Perron-Braut**: Customer engagement and new product adoption in the music industry: The importance of the fit between brand and new product innovativeness

3:30 pm - 5:00 pm  
**Parallel tracks**

**TRACK 1 Entrepreneurship**  
**ROOM BARATTO**  
Facilitator: **Allegre Hadida**  
- **Ellen Heidelberger**: The Intelligent Cultural Institution: Networks of Knowledge in Performing Arts Organizations  
- **Heidi Angell Strom**: Cultural Entrepreneurs’ Management of Continuous Innovation

**June 23, 2019**  
Ca’ Foscari University  
9:00 am -10:00 am  
**Parallel tracks**

**TRACK 1 Arts Management**  
**ROOM BARATTO**  
Facilitator: **Allegre Hadida**  
- **Ellen Heidelberger**: The Intelligent Cultural Institution: Networks of Knowledge in Performing Arts Organizations  
- **Heidi Angell Strom**: Cultural Entrepreneurs’ Management of Continuous Innovation

9:00 am - 10:00 am  
**Parallel tracks**

10:00 am - 10:30 am  
**COFFEE BREAK**

10:30 am - 11:30 am  
**Presentation**  
**ROOM BARATTO**  
**Boram Lee**: From qualitative to quantitative research techniques: The case of fundraising

11:30 am – 1:00 pm  
**Parallel tracks**

11:30 am – 1:00 pm  
**Parallel tracks**

1:00 pm – 2:00 pm  
LUNCH

2:00 pm – 3:00 pm  
**Meet the Editors**  
**ROOM BARATTO**  
François Colbert  
Ruth Rentschler  
Marilena Vecco

3:00 pm – 3:15 pm  
**Closing and Conclusions**  
**ROOM BARATTO**  
Ruth Rentschler  
François Colbert  
Pierre-Jean Benghozi  

6:00 pm  
Art Night
June 24, 2019  
San Giobbe  
8:45 am – 9.30 am  
Registrations

09:30 am – 10:45 am  
Plenary session and opening speech  
ROOM AULA MAGNA  
- Prof. Andrea Torsello, Research Provost, Ca’ Foscari University of Venice  
- Arch. Paola Mar, City Councillor for Tourism, Venice City Council  
- Prof. Pierre-Jean Benghozi, CNRS Research Director (13: CRG Ecole polytechnique, Paris) and Professor at Geneva University (GSEM), co-Chairman AIMAC  
- Prof. Maria Lusiani, Director of the Management of Arts and Culture Lab (maclab), Department of Management, Ca’ Foscari University of Venice  
- Ing. Paolo Baratta, President, La Biennale di Venezia  
- Prof. Umberto Rosin, Director of the Masters’ Program in Management of Cultural Assets and Activities (MaBAC)

10:45 am -11:15 am  
COFFEE BREAK

11:15 am – 1:15 pm  
Parallel session 1  
TRACK 1 – Consumer Behaviour  
ROOM AULA MAGNA  
Chair: François Colbert  
- Alexis Perron-Braut, 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 selfie: an ethnographic study  
- Vincent Ford, Munir Mandviwalla: Digital Engagement as a Mechanism for Digital Transformation in the Performing Arts  
- Maud Derbaix, Dominique Bourgeon-Reault, 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 Turrini  
- Florence Euzéby, Carole Martinez, Juliette Passebois: Branding performing art in the digital age: Lessons from Opera de Paris  
- Anne-Marie Hede, Finola Kerrigan, Thyne Maree: Branding, literary adaptations, books, film, movies, marketing metaphors

- Simone Guercini, Silvia Ranfagni, Matilde Milanesi: An online research approach to investigate consumers’ perception of museum brands: the case of “Opora 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: A three-system approach that integrates DEA, BSC and AHP for museum evaluation  
- Neville Vakharia, Yuha Jung: Organizational Structure and Performance in Museums: A Systems Theory Approach  
- Marek Prokupek: Museum business models: museum fundraising and its ethical challenges

TRACK 4 – Organizational Behaviour and Human Resources  
ROOM 7 A  
Chair: Laurent Greton  
- Carole Le Rendu, Lucie Bouchet Dahan: Why do professionals in the cultural sector develop slasher career paths?  
- Emmanuel Coblence, Nicolas Aubouin, Frédéric Kletz: 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-Gutiérrez  
- Alvaro Andres Martinez Coronel: The role of cultural programs as diplomatic tools in International Relationships: A Smart Power analysis within the frame of the Crossed Year France – Colombia 2017  
- Mervi Luonila, Ari Kurlin, Sari Karttunen: The effectiveness of Finnish arts and cultural festivals: the long-term impacts as defined by event organizers  
- Michelle Bergadà, Thierry Lorey: Rurality and live arts: the case of the Jurançon wine open days  
- Aranzazu Gaztelumendi, Dominique Bourgeon-Reault, Juan David Pinzon: The impact of artistic innovation on the public’s dispositions of the opera: a cultural dissonance approach

TRACK 6 – Creative Industries  
ROOM 9 B  
Chair: Michele Trimarchi  
- Elena Castro-Martinez, Albert Recasens, Ignacio Fernández-de-Lucio: Innovations in Early Music Festivals  
- Kaspars Steinbergs, Agnes Hermane, Kristine Freiberga, Paula Podniec: Challenges for the event industry: the case of Latvia  
- Maria Devesa-Fernandez, Ana Roitvan-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 Vegco: 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 qualifications

TRACK 8 – Strategic Marketing  
ROOM 8 A  
Chair: Umberto Rosin  
- Kari Schmidt: Navigating Intellectual Property Law in New Zealand Contemporary Art Spaces: A Strategic Management Approach  
- Severino Salvemini, Costanza Sartoris, Arianna Riccardi: Social and Economic Impacts of Jazz Festivals over the Territory. A Research based on 19 Jazz Festivals in Italy  
- Marie Vítová Dušková, Martin Víta, Miroslav Karlíček: Predicting Customer Lifetime Value in the Performing Arts Environments
TRACK 9 – Organizational behaviour
ROOM 8 B
Chair: Antonella Carù
- Ian Fillis, Jan Brown, Kim Lehman: Exploring the formation of webs within creative entrepreneurial ecosystems
- Paolo Boccardelli, Allegre Hadida, Francesca Vicentini: Institutional Influences on the Career of Temporary Organization Workers: The Case of Italian Television Actors
- Andrej Srakar, Marilena Vecco: The effects of cultural policy on nascent cultural entrepreneurship: A Bayesian nonparametric approach to longitudinal mediation
- Dagmar Abfalter, Peter Tschmuck: Regaining control in the music streaming economy – Applying a cultural institutions studies framework to complex research problems

1:15 pm - 2:30 pm
LUNCH

2:30 pm - 4:30 pm
Parallel session 2

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Yves Evrard
- 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 Ostillio: The impact of technology on visitor immersion in art exhibitions: Evidence from the Modigliani Art Experience exhibition
- Paola Borrione, Giovanna Segre: Cultural consumers of the future: evidence from an Italian sample
- Emanuela Conti, Arja Lemmetyinen, Massimiliano Vesci, Tonino Pencarelli: The measurement of the visitors’ museum experience: evidence from Finland and Italy

TRACK 2 – Strategic Marketing
ROOM 10 A
Chair: Severino Salvemini
- Grant Hall, Ruth Rentschler, Stephen Boyle, Marianna Sigala: Digital nomads as an audience segment: the implications for arts organisations
- Jean-Philippe Charron, Cristina Lozano Gallego: An experiment on the effects of destination placement in online movie trailers
- Puh Mathilde, Graillot Laurence, Belvaux Bertrand, Notebaert Jean-Francois: Hyperreal positioning and cross-channel strategy of cultural sites: towards the construction of a metaexperience for the visitor?
- Roberta Gargiulo, Cristina Caterina Amitrano, Francesco Bifulco: Audience Development for cultural organisations through an omnichannel approach

TRACK 3 – Financial management, governance and control
ROOM 8 B
Chair: Chiara Saccon
- Ruth Rentschler, Fara Azmat, Ruchi Sinha, Susan Luckman: Bad behaviour in and around the non-profit boardroom
- Stoyan Spourev: The Bifurcation of the Art Market and the Long Shadow of the Financial Sector
- Udo Bommüter, Alexander Brezt: Film financing as a model? Adapting layered financing to other fields of creative production
- Yu-Chien Chang, Sam Tzu-Hsiang Yuan, Tun Chiu: Exploratory Research on the Film Decision-making Process with Multiple Formats
- Shin Chieh Tzeng: Should Museum Governance Move into Trust Status? Comparative Research into the Governance System of Museum Trust in Several Countries

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 10 B
Chair: Nicolas Aubouin
- Annukka Jyrämä, Kaari Kiïtsak-Prikk, Anne Äyväri: Role of values in societal engagement: artist, art organization and local community
- Marilena Vecco, Francesca Imperiale: 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 Wijngaarden, Erik Hitters, Pawan Bhansing: Situating post-industrial creative workplaces: global trends and local histories in creative reuse

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A
Chair: Luca Zan
- Aleksandra Wiśniewska, Wiktor Budziński, Mikolaj Czajkowski: Publicly funded cultural institutions – a comparative economic valuation study
- David Ocon: Digitalising Endangered Urban Cultural Heritage in Asia: Preserving or Replacing?
- Jaime Ruiz-Gutierrez, Gabriel Arjona-Pachon: 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
- Jia-Ling Lee: Determinants of network effectiveness: evidence from the European cultural networks
- Joanie Lavoie, Danilo Dantas: A Process Cognitive View
- Jia-Ling Lee: Measuring Public Value for Public Broadcasters: Case Study of the Canadian Broadcasting Corporation
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?
- Bertacchini Enrico, Guerzoni Marco, Nuccio Massimiliano: Patterns and determinants of museum attendance in a context of flat-rate pricing scheme
- Pau Rausell Köster, Sendy Ghirardi, 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: Trilce Navarrete
- Erika Cavrioni, Monica Calcagno: 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 Carolo: 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 Treviso
- 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: Beyond the hype of new fundraising models: essay on crowdfunding for the Cultural and Creative Industries
- Marta Massi, Chiara Piancatelli, Andrea Rurale, Piergiacomo Mion Dalle Carbonare: From Maccenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt
- Shawaaf Alshawaaf, Soo Hee Lee: The Paradox of Corporate Sponsorship of Art in the Age of Austerity

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 10 B
Chair: Annachiara Scapolan
- Ioanna Goulaptsi, Maria Manolika, George Tsourvakas: Innovation in Museum: The Impact of Individual Differences of staff members to introduce managerial changes
- Raminta Pucetaite, Laura Bagociune, Aurelija Novelskaite: Can museums’ innovativeness benefit from ethical virtues? Empirical findings from Lithuanian museums
- Sophie Gourevitch: Artworks database: the Syrianeean 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. Cuyler, Victoria Durrer, Melissa Nisbett: An International Survey of the Motivations and Experiences of Arts Management Graduates
- Zafeirenia 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
- Alain Busson, Yves Evrard, Thomas Paris: The cultural policy challenged by new trends in the creative industries – Insights from the French case
- Victoria Rodner, Thomas Roulet, Finola Kerrigan, Dirk Vom Lehn: 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 in digital transformation: Developing multimedia brand communication offers as a dynamic capability
- Monica Calcagno, Rachele Cavara, Nunzia Coco: Bend but don’t break: a case study on the cultural entrepreneurial process in the publishing industry

Gala Dinner at Hotel Monaco & Grand Canal
TRACK 7 – Entrepreneurship
ROOM 7 B
Chair: Jennifer Wiggins
- Kristina Kuznetsova-Bogdanovich, Ragnar Siil: Strategic Approach to Formation of Relational Capital Between Arts Universities and the Cultural and Creative Sectors
- Luca Pareschi, Davide Bizjak, Luigi Maria Sicca: Exploring the Entrepreneurial side of Academic life. The puntOorg 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 Benghozi
- Maria Lusiani, Luca Zan: Museum accounting in the case of MIC: relevance lost?
- Qiong Dang, Katia Segers: Museum accounting in the case of Nomad Dance Academy

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, Mauricie and the Centre of Quebec Regions
- Katarzyna Kopeć: Decentralization in Culture. Evidence from Poland
- Jihua Yang: A 100-year of the evolution of China’s film censorship policy and future trends. A historical Institutionalist Perspective

10:45 am - 11:15 am
COFFEE BREAK

11:15 am - 1:15 pm
Parallel session 4

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Enrico Bertacchini
- De La Ville Valérie-Inés, Badulescu Cristina, Delestage Charles-Alexandre: Interactive leisure family visit to the museum: reconsidering cultural mediations to frame a shared experience
- Kalli Tzortzi: Researching spatial experience in museums: the concept of the ‘active visitor’
- Rohit Talwar, Finola Leuschen: 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 Cybersickness?

TRACK 2 – IMBRA/ Strategic Management
ROOM 10 A
Chair: Allegre Hadida
- Guy Morrow: Artist management in the age of big data
- Arne Herman: Symphony orchestras and the prospect of sustainability
- Jesús Heredia-Carroza, Luis Palma, Luis F. Agudo: Does copyright understand the perceptions of the audience? The case of flamenco in Spain
- Juan de Dios Montoro-Pons, Manuel Cuadrado-García: Cultural events as brands: the effect of music festivals on artists’ saliency

TRACK 3 – Strategic Management
ROOM 9 B
Chair: Michele Tamma
- Giulia Cancellori: Blending Tradition and Modernity to Legitimize Novelty 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 Debattista: Mobilising alternative capital in an emergent music sector: The case of live music promoters in Malta

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 Scapolan: The relational side of creativity: the emergence of new creative outcomes in collaborative spaces
- 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 Hsieh: The Role of Art Museums in Urban Politics
- Marta Massi, 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 Peper: 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 Baldin: Innovation in the performing arts: towards a new definition and a new indicator
- Pei-Yun Hung, Huei-Ling Liu: A Study on the Use Behavior of Social Media of Art 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 busking 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

TRACK 8 – Consumer Behaviour
ROOM 10 B
Chair: Stéphanie Peltier
- Martin Zeleny, Jan Hanzlík: Typology of Individual Private Collectors and their Consumer Behavior
- Rebecca Arditti-Siry, 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 Mothe-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, Romain Billot: Crowdfunding platform and development of online communities: empirical analysis of Ulule
- Kate Keeney, Yuha Jung: Characterization and Contributions: Understanding Systems Intelligence as a Dimension of Leadership in the Nonprofit Cultural Sector

2:15 pm - 3:30 pm
Special Session 1
ROOM 8 A
Entertainment Science: new trends
Chair: Allegre Hadida
Thorsten Hennig-Thureau
Mark Houston

Special Session 2
ROOM 7 A
The Venice Arsenal as Industrial Heritage. Opportunities for Arts management
Chair: Luca Zan
Maurizio Loi
Enrico Fontanari

1:15 pm - 2:15 pm
Parallel session 5

TRACK 10 – Consumer Behaviour
ROOM AULA MAGNA
Chair: Michela Addis
- Yi Lin: The Escape Model of Consumers in China
- Michela Addis, Valentina Copat, Cecilia Martorana: Mapping the visitor journey in museums: lessons from the Capitoline museums
- Gaoya Ju, Yi Lin: Ergodic Process of Cultural Consumer Behaviors in “Internet+” China: A Case Study of Documentary Film Masters In Forbidden City
- Martha Friel, Paola Borrone, Erika Meneghin: Children, museums and cultural policies: the case of FilmI

1:15 pm - 2:15 pm
LUNCH

TRACK 2 – Strategic Management
ROOM 10 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 Navarrete, 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 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 Antrobus: Festival value in multicultural contexts: city festivals in South Africa
- Noemi Ponzoni, Luca Pareschi: Audience Development as a cultural tool to strategically alter organizational dynamics. The case of Festivaleletteratura

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
**TRACK 5 – Cultural Policies, comparative analysis**

ROOM 9 A

Chair: Jaime Ruiz-Rodríguez
- Milena Dragicevic, Sresa Tatjana Nikolic: Models of cultural governance in Serbian cities – comparative analysis
- Alex Turri, Janet Clarkson Davis, James Jillson, Andrea Rurale: Exploring Drivers for Multi-categorical Charitable Giving in the Arts
- Carsten Baumgarth: Urban Art Infusion Effect for Shopping Malls
- Yu-Chien Chang: The collaboration and relationship between the central government and cultural creative clusters: A case study of Huashan 1914 Creative Park

**TRACK 6 – Creative Industries**

ROOM 6 A

Chair: Michelle Bergadaà
- Citlali Mayek Santos Toriz: Cultural industry and transparency: challenges and possibilities. The case of México’s creative cities
- Julia Parigot: Can artistic organizations renew the contemporary city?
- Antonella Ardizzone, Concetta Castiglione, Michelle Trinarchi: Public investment in culture and territorial growth: unwrapping the impact of culture
- Dong Feng: Arts Management and Education during the transition of era - From a perspective of China

3:45 pm - 5:15 pm
Parallel session 6

**TRACK 7 – Entrepreneurship**

ROOM AULA MAGNA

Chair: Marilena Vecco
- Julia Parigot, Emmanuel Coblenz: Performing arts entrepreneurs: a typology of organizational configurations
- Andrej Srakar Nika Gričar: Modelling cultural diversity of film projects on tenders: cultural management, cultural diversity and cultural policy
- Nathalie Schieb-Bienfait, Sandrine Emin, Sylvie Sammut: What do we mean by support cultural entrepreneurship in France? A study focusing on the performing arts
- Luciana Lazzaretto, Francesco Capone: The role of education in the entrepreneurial ecosystem. The case of ‘made in Italy Tuscany academy’ in the Florence fashion city

**TRACK 8 – Strategic Management**

ROOM 9 B

Chair: François Colbert
- Daniel Urrutiaquer: Strategies for dance audience development and programming choice in France
- Leticia Labaronne: Evaluating the performing arts - Insights from an ethnography study on dance companies
- Umberto Rosin, Nathalie Houfourt: Passion and Resilience in the Dance Industry. An Italo-Canadian Exploratory Study

**TRACK 9 – Strategic Management**

ROOM 10 B

Chair: Thomas Paris
- Ibon Aranburu, Beatriz Plaza, Marisol Esteban: Managing Cultural Destinations: a GPS approach
- Yang-Neng Lin, Kanghua Li, Shiyu Zheng: The Analysis of Competitive Advantage for China’s Creative Economy Exports: From cultural statistics point of view
- Pau Rausell Koster, Chuan Li: Exploring the Evidence-based Driving Factors of Innovation in Arts and Cultural Organisations

7:00 pm
Visit of Doge Palace or Performance of Don Giovanni, Mozart
A special reduction will be granted to AIMAC participants.
**June 26, 2019 San Gibbe**

**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 Copycatting: An Ethnographic Approach of Compostela Lookalikes
- Francesco Zanibellato, Umberto Rosin: 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 Blonski, 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

**TRACK 3 – Creative Industries ROOM 7 A**

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, leva Zemtze, Lake Anda: Cultural and creative industries: new entrants’ responses to paradoxes of creating a new creative industry product/service
- Marie-Leandre Gomez, Isabelle Bouty, Bernard Leca: Conquest of the stars: consecration in the field of haute cuisine

**TRACK 4 – Organizational Behaviour and Human Resources ROOM 8 B**

Chair: Odile Paulus
- Chloe Preece: Lucky Breaks: Unpicking the intersectionalities at play in artistic careers
- Kate Keeney: The Path to Leadership: Developing Leader Identity in Arts Organizations
- Elena Borin, Enrico Maria Cerrelli, Christine Sinapi: Which Behavioral Biases Lead Entrepreneurs in SMEs in the Cultural and Creative Sector to be Discouraged Borrowers?
- Nicolas Auboin: Faire le métier? Les institutions culturelles face à l’emergence de nouvelles professions

**TRACK 5 – Organizational Behaviour ROOM 7 B**

Chair: Ruth Rentschler
- Hyesun 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 Birth, Shuwei Zhang, Ian Fillis, Flora Chiang: Understanding Artist Well-being: The Role of Arts Festivals and Events
- Walter van Andel, Arne Herman, Annick Schramme: Alternative Formats for Artistic Freedom. The Splendor Amsterdam Business Model
- Tracy Margiesson, Ann Tonks: Don’t put your daughter on the stage: Mental health and wellbeing in the performing arts

**TRACK 6 Cultural Policies, comparative analysis ROOM 9 A**

Chair: Giovanna Segre
- Diane-Gabrielle Tremblay, Wilfredo Angulo, Juan Luis Klein: Cinema Baubien
- Rodrigo Carvalho, Mathues Rodrigues: Dialogue between social business and creative economy: the experience of a cinema in the periphery of Rio de Janeiro
- Tanja Johannson, Annukka Jyrämä, Beatrix Plaza: Semantic connections of societal impact: A big data analysis of the meanings attached to societal impact

**TRACK 7 – Strategic Management ROOM 10 B**

Chair: Carsten Baumgarth
- Katja Lindqvist: What competence for museum work? Higher education and competence provision for the museum sector
- Francesco Zanibellato: The importance and performance of service factors in museums: a study of online reviews of museums
- Chiara Dalle Nogare, Raffaele Scuderi: What makes museums more likely to host events?
- Mauricio Ruiz-Valdivieso, Jaime Ruiz-Gutiérrez: Data mining and its use in the management of cultural enterprises

**TRACK 8 – Consumer behaviour ROOM 9 B**

Chair: Dominique Bourgeon-Renault
- Fan Wu: Sojourn: Theatre Audience Experience in the Foreign Cultural Context
- Kerrie Bridson, Jody Evans, Tabitha White, Ruth Rentschler: Wellbeing and Audience Advocacy at the Melbourne Recital Centre

**TRACK 9 – Strategic Marketing ROOM 8 A**

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

**11:00 am -11:30 am COFFEE BREAK**

**11:30 am -1:30 pm Plenary session ROOM AULA MAGNA**

- Closing Ceremony
- Best Paper Awards
  - Prof. Pierre-Jean Benghozi, CNRS Research Director (I3-CRG Ecole polytechnique, Paris) and Professor at Geneva University (ISSEM), co-Chairman AIMAC
  - Prof. François Colbert, Chair de Gestion des Arts Carmelle et Remi-Marcoux, HEC Montreal, Co-chairman of AIMAC Scientific Committee
  - Prof. Francesco Casarin, Ca’ Foscari University of Venice, Management of Arts and Culture Lab (maclab)

**1:30 pm - 2:45 pm LUNCH**

**3:00 pm - 3:45 pm Transfer to La Biennale di Venezia**

**4:00 pm – 6:00 pm Visit to La Biennale di Venezia**

**6:00 pm – 7:00 pm La Biennale institutional greetings. Aperitif to follow**

**7:00 pm free time**