

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*

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*

TRACK 2 Entrepreneurship
ROOM 9 A

Facilitator: **Ian Fillis**

- **Claire Grellier Fouillet**: *Innovative entrepreneurs'
behaviour in Tourism
in France*
- **Margaux Valès**: *Innovation management in cultural
organizations*
- **Alexis Perron-Brault**: *Customer engagement
and new product adoption in the music industry :
The importance of the fit between brand and new
product innovativeness*

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 1 Entertainment
ROOM 10A

Facilitator: **Ruth Rentschler**

- **Kun Shi**: *Dynamic Relationship Management Meets
Active Users and Service Gap: A Study of Online
Video Platforms*
- **Xinyi Wang**: *Rosy Retrospection Effects:
Investigating the Long-term Evaluations of Movie
Sequels*

TRACK 2 Entertainment
ROOM 9 A

Facilitator: **Marilena Vecco**

- **Anna Roubickova** : *Video game
industry in the Czech Republic*
- **Robin Charbonnier**: *Industrial transformations
between digital
and globalization: the example
of the music industry*
- **Yelena Saltini** : *Business Model Dynamics: Press
Industry's Case*

6:00 pm **Art Night**

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*
- **Huihui Luo** : *The Power Behinds Temporary Art
Exhibitions in China: A Management Perspective on
organizing an exhibition*

TRACK 2 Entrepreneurship
ROOM BERENGO

Facilitator: **François Colbert**

- **Yihan Liu**: *Understanding the leaving subscribers'
attribution and the way to attract them back in non-
profit performing arts: implications for relationship
management and innovation strategies*
- **Heidi Angell Strøm**: *Cultural Entrepreneurs'
Management of Continuous Innovation*

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

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*

TRACK 2 Arts Marketing
ROOM BERENGO

Facilitator: **Ruth Rentschler**

- **Heidi Lehmuskumpu**: *Relationship marketing for
the millennials. How to attract young adults as arts
donors? Multiple case studies of international opera
and ballet organizations*
- **Huimin Wang**: *From AIDA to AIINDAS: The Filter
Mechanism in Intercultural Communication of
Artistic Products*
- **Gerald Francis Devney**: *Boundary-Brokering in
Arts Marketing Strategy*

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

CONFERENCE

June 23, 2019
Ca' Foscari University

3.30 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

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 (I3- 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-Brault, 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*
 - **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 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*
 - **Emanuel Said, Mariachiara Restuccia, Sarah Borg**: *Experiencing a European Capital of Culture brand: A longitudinal case study of Valletta 2018.*
 - **Simone Guercini, Silvia Ranfagni, 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**: *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 Creton**
- **Carole Le Rendu, Lucie Bouchet Dahan**: *Why do professionals in the cultural sector develop slasher career paths?*
 - **Emmanuel Coblenche, 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-Gutierrez**
- **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 Bergadaà, Thierry Lorey**: *Rurality and live arts: the case of the Jurançon wine open days*
 - **Aranzazu Gaztelumendi, Dominique Bourgeon-Renault, 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: **Thomas Paris**
- **Elena Castro-Martínez, Albert Recasens, Ignacio Fernández-de-Lucio**: *Innovations in Early Music Festivals*
 - **Elisa Salvador, Elena Castro-Martínez, Pierre-Jean Benghozi**: *What role, economic model and benefits for Festivals in the digital age? An international cross comparison analysis in the audiovisual and publishing industries*
 - **Kaspars Steinbergs, Agnese Hermene, Kristine Freiberga, Paula Podniece**: *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**: *Devising holistic pedagogical approaches to training cultural entrepreneurs - the case of Trinidad and Tobago*
 - **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 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*
- **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 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 value webs within creative entrepreneurial ecosystems*
- **Andrej Srakar, Marilena Vecco:** *The effects of cultural policy on nascent cultural entrepreneurship: A Bayesian nonparametric approach to longitudinal mediation*
- **Ludovica Leone, Fabrizio Montanari, Anna Chiara Scapolan:** *The relational side of creativity: the emergence of new creative outcomes in collaborative spaces*

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 Casarin, 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 Vesce, 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*
- **Pulh 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 Sgourev:** *The Bifurcation of the Art Market and the Long Shadow of the Financial Sector*
- **Udo Bomnüter, Alexander Bretz:** *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: **Anna Chiara Scapolan**

- **Annukka Jyrämä, Kaari Kiitsak-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*
- **Yosha 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, Mikołaj 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: **Elisabetta Lazzaro**

- **Allegre Hadida, Joseph Lampel, Julien Jourdan, Amit, W. David, Kai Joshi, Walls, Schmidt-Merz:** *How do Studios Make Decisions? A Process Cognitive View*
- **Inna Lyubareva, Yannis Haralambous, Fabrice Rochelandet:** *Economic Models and the Provision of Original Journalistic Information: An Exploratory Study of the French Press Sector*
- **Jia-Ling Lee:** *Examine successful Factors & influence of Korea TV series in Taiwan: From 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 Fonrouge, Étienne St-Jean, François Labelle:** *Startups in the Museums: A Collaborative Innovation Process Blurring the Organizational Boundaries?*
- **Nathalie Lachapelle, Diane-Gabrielle Tremblay:** *How can entrepreneurship be developed in the artistic and creative activities-sectors? Proposition of a model*
- **Kostas Alexiou, Jennifer Wiggins:** *Legitimizing Entrepreneurial Skills in Fine Arts Education*

TRACK 8 – Cultural Policies, comparative analysis
ROOM 8 A

Chair: **Elisa Salvador**

- **Paolo Ferri, Anna Guagnini, Maria Elena Santagati, Luca Zan:** *Curators, professors and bureaucrats: managing Bologna University cultural heritage (1970-2015)*
- **Martin Piber, Michael Habersam:** *The Evaluation of European Capitals of Culture: A Critical View on Evaluation Regimes, their Regulations and Prolegomena to Future Evaluation Frameworks*
- **Roberta Comunian, Fabrizio Panozzo:** *The artification of universities. Translating the idea of the museum in the higher education sector*
- **Takuya Shimizu, Kumiko Nishio:** *Characteristics and Development Patterns of the Process of Modernizing Education for Chinese and Japanese Performing Arts: A Comparative Analysis*

TRACK 9 – Creative industries
ROOM 7 A

Chair: **Pierre-Jean Benghozi**

- **Odile Paulus, Thomas Paris:** *Lost in Creation? Reintroducing Ingold's living beings in the creative process*
- **Pier Vittorio Mannucci:** *Keep it simple! An integrative perspective on everyday creativity over time*
- **Paola Trevisan, Maria Lusiani:** *Becoming heritage: the case of the Venice's Gondola*
- **Silvia Cacciatore, Fabrizio Panozzo:** *The boundaries of cultural enterprise. Veneto. The case of the Veneto Region*

7.30 pm -10.30 pm
Gala Dinner at Hotel Monaco & Grand Canal

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 Cavriani, 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 Maecenas 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*
- **Fei-Yi Chen, Huei-Ling Liu:** *The Analysis of Crisis Communication Strategy of Art Venues: A Case Study of National Taichung Theater*
- **Raminta Pucetaite, Laura Bagociune, Aurelija Novelskaite:** *Can museums' innovativeness benefit from ethical virtues? Empirical findings from Lithuanian museums*
- **Sophie Gourevitch:** *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. 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?*
- **Aaron Eduardo Espinosa, Luis Palma-Martos, Daniel Toro-González:** *Public policy, governance and cultural participation: Empirical evidence from Colombia, 2008-2015*
- **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*

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 PWW in Value Creation of Cultural Organizations*

TRACK 8 – Cultural Policies, comparative analysis ROOM 8 A

Chair: **Fabrice Rochelandet**

- **Maria Lusiani, Luca Zan:** *Museum accounting in the case of MIC: relevance lost?*
- **Qiong Dang, Katia Segers:** *Museums and Cultural Industries: A Cultural Policy Analysis*
- **Simon Kaan, Leoni Schmidt:** *Research and design curatorship in a bicultural landscape*
- **Isabella Perrotta, Lucia 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, Mauricie and the Centre of Quebec Regions*
- **Katarzyna Kopeć:** *Recentralization Trends in Culture. Evidence from Poland*
- **Diana Betzler, Lara Leuschen, Fabian Rebitzer:** *Digital Communication Strategies for the Cultural Sector. Evidence of an Interdisciplinary Approach based on the Cross-Border-Region Lake Constance*
- **Jihua Yang:** *A 100-year of the evolution of China's film censorship policy and future trends. A historical Institutional 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*
- **Kali Tzortzi:** *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 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. Aguado:** *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 Cancellieri:** *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*
- **Dagmar Abfalter, Peter Tschmuck:** *Regaining control in the music streaming economy – Applying a cultural institutions studies framework to complex research problems*
- **Pierre Poinsignon, Thomas Paris:** *Place and creativity, a multidimensional perspective; the case of the "atelier nawak", 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: **Thomas Paris**

- **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 Polyrythm as Metaphors for Understanding Cultural Entrepreneur: The Case of Timucua Arts Foundation*
- **Heidi Angell Strøm, Trude Høgvold Olsen, Lene Foss:** *How Cultural Entrepreneurs Manage the Tensions of Continuous Innovation. A Systematic Literature Review*

TRACK 8 – Consumer Behaviour
ROOM 10 B

Chair: **Michela Addis**

- **Martin Zeleny, Jan Hanzlik:** *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*
- **Rita Kottasz, Roger Bennett:** *Consumer Saudade: Mediating the Relationship between Screen Fandom and Abnormal Consumption of Screen-Related Products*

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*

1:15 pm - 2:15 pm
LUNCH

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

2:15 pm -3:45 pm
Parallel session 5

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA

Chair: **Stephanie Peltier**

- **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 Borrione, Erika Meneghin:** *Children, museums and cultural policies: the case of F@MU*

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*
- **Trilce 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 Festaletteratura*

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*
- **Marijana Cvetkovic:** *Collective leadership. The case of Nomad Dance Academy*

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 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 contemporaneous city?*
- **Antonella Ardizzone, Concetta Castiglione, Valeria Morea, Michele Trimarchi:** *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: **Elisa 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? Delineation of an integrated leadership framework for museum management*
- **Jacques Chabrilat, Marc Lecoutre:** *A process of managerial innovation in cultural organizations. Bisociation 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 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 Lazzeretti, 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 Urrutiaguer:** *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 Houlfort:** *Passion and Resilience in the Dance Industry. An Italo-Canadian Exploratory Study*

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

TRACK 1 – Consumer Behaviour
ROOM AULA MAGNA

Chair: **Monica Calcagno**

- **Tore Mysen, Bård Tronvoll:** *Customer experience and engagement in digitalized music channels*
- **Elena Rocco, Giovanna De Appolonia:** *Storytelling and Cultural Heritage: New frontiers for promotion and accessibility through the #smARTradio project*
- **Guergana Guintcheva, Santiago Fandino:** *Ludology vs Narratology: Effects of Narratives on Gamer's Experience*
- **Feng-Ying Ken:** *The Feast at the Museum-Exploring "Demonstration Dining", and "Cuisine Economics" as an Extension of the Museum Experience.*

TRACK 2 – Strategic Management
ROOM 10 A

Chair: **Thomas Paris**

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

TRACK 3– Strategic Management
ROOM 10 B

Chair: **Luciana Lazzeretti**

- **Anne Gombault, Pierre-Yves Lochon, Oihab Allal-Cherif:** *Open access museum revolution: learning from the pioneers*
- **Kristina Deković, Trilce Navarrete:** *Technological Innovation in Museums: Digital Publication of Collections*
- **Chloe Preece, Pandora Kay, Finola Kerrigan:** *Visualizing Consumer Culture: A semiotic understanding of interpreted brands*

TRACK 4 – Organizational Behaviour and Human Resources
ROOM 8 B

Chair: **Pierre-Jean Benghozi**

- **Jennifer Novak-Leonard:** *Leaders addressing Racism in the Arts: A Case Study of Enrich Chicago*
- **Lianne Pelletier:** *Family, female and French: defining features of Franco-ontarian arts consumers*
- **Anne Gombault:** *The Director of a National Art Museum is a Woman*

TRACK 5 – Cultural Policies, comparative analysis
ROOM 9 A

Chair: **Jaime Ruiz-Rodriguez**

- **Milena Dragicevic, Sestic Tatjana Nikolic:** *Models of cultural governance in Serbian cities – comparative analysis*
- **Alex Turrini, 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: **Maria Lusiani**

- **WoongJo Chang, Shin-Eui Park, Jeong-Ah Min:** *Conceptualizing Rhizomatic Thinking in Arts Entrepreneurship: Semantic Approach of Arts Entrepreneurship*
- **Amelie Boutinot, Helene Delacour:** *A review and directions for future research on the creative industries*
- **Caio Bianchi, Júlio César de Figueiredo, Fiorenza Belussi:** *Creative Cities: advances in concept and categories definition*
- **Diane-Gabrielle Tremblay, Amina Yagoubi:** *How can Creative Industries Be Supported ? Network Development for Fashion Designers*

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 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 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 Soccia, 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 Bouilloud**: *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: **Michele Trimarchi**
- **Francois H. Courvoisier**: *Creative Swiss Watchmaking: a mix of art, industry and marketing*
 - **Ilona Kunda, Ieva Zemīte, 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 Cervellati, Christine Sinapi**: *Which Behavioral Biases Lead Entrepreneurs in SMEs in the Cultural and Creative Sector to be Discouraged Borrowers?*

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 Birtch, 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 Margieson, 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**
- **Rodrigo Carvalho, Matheus Rodrigues**: *Dialogue between social business and creative economy: the experience of a cinema in the periphery of Rio de Janeiro*
 - **Tanja Johansson, Annukka Jyrämä, Beatriz Plaza**: *Semantic connections of societal impact: A big data analysis of the meanings attached to societal impact*
 - **Elena Borin, Fabio Donato**: *European year of cultural heritage 2018: towards a new management approach to cultural heritage?*

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 museum: 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-Gutierrez**: *Data mining and its use in the management of cultural enterprises*

TRACK 8 – Consumer behaviour ROOM 9 B

- Chair: **Dominique Bourgeon-Renault**
- **Kerrie Bridson, Jody Evans, Tabitha White, Ruth Rentschler**: *Wellbeing and Audience Advocacy at the Melbourne Recital Centre*
 - **Alessandra Baiocchi A. Corrêa, Luís Alexandre G. de P. Pessôa, Flávia Barroso Mello, Daniel Kamlot, Veranise Jacobowski, Correia Dubeux**: *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*
 - **Cuadrado-García, Montoro-Pons & Miquel-Romero**: *The influence of arts participation on music genres preferences*

TRACK 9 – Strategic Marketing ROOM 8 A

- Chair: **Giulia Cancellieri**
- **Alain Busson, Yves Evrard, Thomas Paris**: *The cultural policy challenged by new trends in the creative industries – Insights from the French case*
 - **Inès 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 Groove: Hedonic equation estimates for rare vinyl records*
 - **Rohit Talwar, Chloe Preece**: *Fans as facilitators: new insights into fandom through patronage*

11:00 am -11:30am
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 (GSEM), 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