

## Program of the 7th Vienna Music Business Research Days

**September 28:** Conference Track Day

Track 1 (Joseph Haydn Hall)	Track 2 (Large Conference Room, IKM)
09:10-09:15 - Welcome and Introduction	
09:15-11:00 – Session 1A – Recorded music industry	
<ul style="list-style-type: none"> <li>• Wlömert / Papies - <i>On-demand Streaming Services and Music Industry Revenues – Insights from Spotify’s Market Entry</i></li> <li>• Nasta / Pirolo / Wikström – <i>Old dogs and interns: An empirical analysis of the link between team diversity and performance in sound recording projects</i></li> </ul>	
11.00-11.30: Coffee Break	
11.30-13:00 Session 1B: Music archives and education	11:30-13:00 Session 2B – Entrepreneurship and value creation
<ul style="list-style-type: none"> <li>• Rizzo – <i>Musical archives: economic issues and technological perspectives</i></li> <li>• Winter / Schories - <i>Professionalization strategies for music on a global scale and in the perceptions of stakeholders at the Hanover University of Music, Drama, and Media</i></li> </ul>	<ul style="list-style-type: none"> <li>• De Sancha Navarro / Palma Martos / Oliver-Alfonso – <i>Economic and financial viability plan for the entrepreneurship of a lyric theatre low-cost company: The case of Zarzuela in Spain</i></li> <li>• Heredia Carroza / Palma Martos / Aguado – <i>Creative substance and Copyright. The case of Flamenco in Spain</i></li> </ul>
13.00-14.00: Lunch Break	
14:00-15:30 Session 1C – Live music industry	14:00-15:30 Session 2C – Music streaming
<ul style="list-style-type: none"> <li>• Srakar / Vecco – <i>Blue Notes: Slovenian jazz festivals and their contribution to the economic and social resilience of the host cities</i></li> <li>• Sonnabend – <i>Fairness constraints on profit-seeking: Evidence from the German club concert industry</i></li> </ul>	<ul style="list-style-type: none"> <li>• Luck - <i>The Psychology of Streaming</i></li> <li>• Pedersen - <i>Organizational and Economic Consequences of the Music Streaming Economy</i></li> </ul>
15:30-16:00: Coffee Break	
16:00-17:30 Session 1D - Music consumption behavior	
<ul style="list-style-type: none"> <li>• Montoro-Pons / Cuadrado-Garcia – <i>Music genres in the consumption and use of recorded music</i></li> <li>• Rurale / Visentini - <i>A focus on music consumption. Experience and tribes creation in a music community</i></li> </ul>	