

Program of the 8th Vienna Music Business Research Days, September 12-14, 2017

"Unchaining the Digital Music Business?"

Sep. 12th, 2017, 09:30-17:00: Young Scholars' Workshop

Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

Find the workshop's program [here](#).

Sep. 13th, 2017, 09:00-18:00: Conference Track Day

Joseph Haydn Hall and Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

The following papers were accepted by the program committee:

Brown, Steven C. (University of Strathclyde, Glasgow, UK) & **Krause, Amanda E.** (University of Melbourne, Australia): Illegal music downloading: A psychologist tells some tales

Burchard, Jason (London School of Economics and Political Science, UK): Conceptualizing an entrepreneurial growth model of the 21st century music industry

Carugno, Giovanna (University of Campania Luigi Vanvitelli, Italy): Copyright protection and choreographies: New issues, old solutions?

Flath, Beate (University of Paderborn, Germany): Festivals in rural regions: An empirical study on value creation processes through the example of the Orange Blossom Special Festival (OBS)

Karjalainen, Toni-Matti (Aalto University School of Business, Helsinki, Finland): Distributed team leadership in a rock band – curing the discordant alliance of creativity and business?

Lenten, Liam (La Trope University Melbourne, Australia) & **McKenzie, Jordi** (Macquarie University Sydney, Australia): "The times they are a-changin'": On the ephemeral nature of music polls

Marshall, Lee & Haynes, Jo (University of Bristol, UK): Beats and tweets: Social media in the careers of independent musicians

Montoro-Pons, Juan D. & Cuadrado-García, Manuel (University of Valencia, Spain): Assessing the impact of headlining a music festival

Morrow, Guy (University of Melbourne, Australia): Agile management strategies within the music industries: Artist management and the problem of creative labour

Prey, Robert (University of Groningen, The Netherlands): The quantified artist: The musician after datafication

Quack, Sigrid & Hondros, Konstantin (University of Duisburg-Essen, Germany): Transforming regulatory uncertainty in musical creativity? Legal professionals' practices in the music business

Senges, Wolfgang (ContentSphere, Berlin, Germany): Blockchain for music business: Preventing the threat of disruption by transition management

Stewart, Sarita M. (Belmont University, Nashville, US): The use of the artist-fan engagement model as a strategy tool

Tronvoll, Bård & Haampland, Ola (Inland Norway University of Applied Sciences): Music digital streaming – the formation of listening experience

Wiesener, Oliver (Stuttgart Media University, Germany): Gender-specific music preferences at video ads

Sep. 14th, 2017, 09:00-17:30: Invited Conference Day

Joseph Haydn Hall and Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

- 09:00-09:30: WELCOME
- 09:30-10:15: **Daniel Nordgård** (University of Agder in Kristiansand, Norway): "New Gatekeeping Processes in the Digital Music Business"
- 10:15-11:15: Panel discussion on "New Gatekeeping Processes in the Digital Music Business": **Sally Gross** (University of Westminster, London), **Sarita Stewart** (Mike Curb College of Entertainment & Music Business, Belmont University Nashville/USA), **Scott Cohen** (The Orchard, London and New York), **Stefan Baumschlager** (Record Bird, Vienna) moderated by **Daniel Nordgård**
- 11:15-11:45: REFRESHMENTS
- 11:45-12:45: **George Musgrave** (University of Westminster, London): Control and Autonomy in the Digital Music Business
- 12:45-14:00: LUNCH BREAK
- 14:00-14:45: Keynote 1 by **Alan Graham** (CTO of OCL - OneClickLicence, London): "The Applications of Blockchain Technology in the Music Business"
- 14:45-15:30: Keynote 2 by **Wolfgang Senges** (Strategic Consultant in Digital Media, ContentSphere, Berlin): "The Benefits and Challenges of Blockchain Technology in the Music Business"
- 15:30-16:00: REFRESHMENTS
- 16:00-17:30: Panel discussion "Unchaining the Digital Music Business?" with **Carlotta de Ninni** (Mycelia for Music Foundation, London), **Alan Graham** (OneClickLicence – OCL, London), **Kelly Snook** (Professor of Media Arts Technology, University of Brighton/UK) moderated by **Wolfgang Senges** (ContentSphere, Berlin)
- 17:30: Awarding the young scholars' workshop best paper
- 20:00: Conference Heuriger (for invited guests)

Find more information [here](#).