

## Program of the 10th Vienna Music Business Research Days at the University of Music and Performing Arts Vienna

### September 12: Conference Track

Track A (Joseph Haydn-Hall)	Track B (Fanny Hensel-Hall)
09:00-09:15 - Welcome address and introduction	
09:15-10:45: Session 1A – Music Marketing in the Digital Age Chair: Sally Gross <b>Shane Terry Murphy</b> , Torrens University, Brisbane, Australia: Music marketing in the digital age – An autoethnographic examination of key opportunities and challenges facing independent artists releasing music in the digital age <b>Bhavini Desai &amp; Eleonora Cattaneo</b> , Regent's University London, UK: The impact of technology and social media marketing on the changes in relationship between labels and artists within the music industry	09:15-10:45 – Session 1B – The Live Music Industry Chair: Carsten Winter <b>Pieter de Rooij &amp; Lynette Verduijn Lunel</b> , Breda University of Applied Sciences, The Netherlands: Adoption of CRM in a nonprofit industry: The case of Dutch pop music venues <b>Martijn Mulder &amp; Erik Hitters</b> , Erasmus University Rotterdam, The Netherlands: Risk and trust in the live music industry
10.45-11.15: Coffee Break (Foyer Haydn Hall)	
11.15-12:45: Session 2A – Demand for Music Chair: Daniel Nordgård <b>Jordi McKenzie, Paul Crosby &amp; Liam Lenten</b> , Macquarie University Sydney, Australia: It takes two, baby! Does collaboration between artists increase the demand for music? <b>Juan D. Montoro-Pons &amp; Manuel Cuadrado-García</b> , University of València, Spain: Live music consumption, information search and the local impact of music festivals	11.15-12:45: Session 2B – Music Education Chair: Sandra Stini <b>Ben Toscher</b> , Norwegian University of Science and Technology Trondheim, Norway: The skills gap in higher music education <b>Silviu Cobeanu</b> , University of Leeds, UK: Challenges in music business education: The role of problem-based learning (PBL)
12.45-14.00: Lunch Break	
14.00-15:30: Session 3A – Music Entrepreneurship Chair: Guy Morrow <b>Daniel Nordgård &amp; Roderick Udo</b> , University of Agder, Norway & HU Business School Utrecht, The Netherlands: Entrepreneurial decision making in the European music sector <b>Hal Weary &amp; Jennifer Brodmann</b> , California State University Dominguez Hills, USA: Music entrepreneurship and access to capital: An exploratory study	14.00-15:30: Session 3B – Music, Labour & Organization Chair: Sarita Stewart <b>Phil Graham</b> , University of the Sunshine Coast, Australia: Implications of the digital economy for independent musical labour Or: Global "craft" economies <b>L. Roman Duffner &amp; Benjamin Schiemer</b> , Johannes Kepler University Linz, Austria: Becoming and ageing as a band: An organizational form between family, project and firm
15:30-16:00: Coffee Break (Foyer Haydn Hall)	
16.00-18:15: Session 4A – Music Streaming & Network Effects Chair: Peter Tschmuck <b>Matthias Bender &amp; Jutta Emes</b> , Bauhaus University Weimar, Germany: Customer-based artist brand equity. How streaming leads to new forms of marketing that drive brand equity for artists <b>Guy Morrow &amp; Jennifer Beckett</b> , Melbourne University, Australia: The impact of ARIA charts, New Zealand charts and regional Spotify charts on consumer purchasing behaviour in the Australian live music industry <b>Carsten Winter</b> , Hanover University of Music, Drama and Media, Germany: Surveillance and/or participation in the future of music business? The future of music of ordinary people between commercial digital music platforms and digitally open-networked music-culture-ecologies	16.00-16:45: Session 4B – Classical Music Business Chair: Dagmar Abfalter <b>Bianca Wesley-Smith, Clorinda Panebianco &amp; Sonali Das</b> , University of Pretoria, South Africa: Can we hear gender? Exploring the auditory identification of gender in violin performance