

## Editorial

*Guy Morrow*<sup>1</sup>

The first article of this issue of the International Journal of Music Business Research (IJMBR), "Achievement in the South Korean Music Industry" by Björn Boman, argues that the relative global success of K-pop is due to the interplay of a Global-Local-Global (G-L-G) business model and the individual musicians' physical attractiveness, artistic and personality skills as well as idiosyncratic factors such as particular song writing capabilities. Through an analysis of the songs, music videos and live performances of BLACKPINK (music videos between 2016–2018) and BTS (music videos between 2013–2018), Boman builds on extant research literature concerning the Korean wave and K-pop in order to provide significant insights into K-pop artists' attempts to penetrate the US and UK music markets.

The second article, "Giving In: Crowdfunding for musical concerts in India" by Anirudh Tagat, Hansika Kapoor and Anurag Tagat, examines the use of crowdfunding within the Indian independent music industries. It specifically focuses on crowdfunding raising for live music concerts in India. By collecting primary data from 100 participants via an online questionnaire, Tagat, Kapoor and Tagat's article presents numerous significant findings; they posit that individuals are likely to report higher hypothetical contributions for musical events compared to other art forms such as visual arts, theatre, or dance performances and they suggest that crowdfunding in India may be particularly suitable for musical events.

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The concluding article, "Balanced Scorecard as a Pianist's Tool for the Implementation and Control of Business Strategies" by Tamara Goličnik, features qualitative research drawn from six case studies of world-famous pianists. The article specifically focuses on the early career stage of Mozart, Beethoven, Liszt, Rubinstein, Buchbinder and Lang Lang. Using the Balanced Scorecard (BSC) model, Goličnik generates numerous salient insights into how pianists can develop their potential, implement their vision and attempt to achieve long-term commercial and critical success post the early stage of their career.

The IJMBR is aimed at all academics around the world, from students to professors, from all disciplines with an interest in music business research. Interdisciplinary articles are welcome if they address economic and business-related topics within the field of music. We look forward to receiving as many interesting papers as possible. Please send paper proposals to [music.business.research@gmail.com](mailto:music.business.research@gmail.com).