

PROGRAM DETAILS

Monday July 4

- 8:30 Registration
- 9:00 Words of Welcome and Opening Remarks
- 10:00 Coffee break/walk to Antwerp Management School
- 10:30 Parallel Session 1

Session 1A: Consumer Behavior

Debra Leighton, Tony Conway

Co-Creating the Visitor Experience in the Arts and Cultural Sector: The Role of Social Media

Kailin Wu

Family Groups' impulse visits to museums

Dagmar Abfalter, Martin Piber, Christine Leypold

Understanding the path to visitor satisfaction - the interplay of motivation, emotion and the museum experience

Francesco Chiaravalloti, Kees Vuyck

Monitoring Artistic Experience: Towards an interdisciplinary theoretical framework

Session 1B: Strategic Marketing

Guergana Guitcheva, Juliette Passebois-Ducros

La mise en réseau culturelle : une application à la sphère muséale

Izabella Parowicz

Your Delight is Our Success - Developing and Implementing Viral Marketing Strategies by Conservation Service Professionals

Beatriz Plaza, Silke N. Haarich

Google Analytics for Keyword Optimization: Testing with a Cultural Tourism Website

Olivia del Roble Hernandez Pozas, Javier Hernández Acosta

Determinants of Music Piracy in Puerto Rico

Session 1C: Strategic Management

Walter Van Andel, Patrick Kenis, Koen Vandenbempt

What makes Creative Companies 'Jump': An explorative study into successful business models for Creative Industries

Pierre-Jean Benghozi, Inna Lyubareva, Teai kiomono Fidele

Online content business models: typology and strategic analysis

Hadida Allegre, Thomas Paris

Strategy and the Value Chain in the Digital Economy

Stephanie Peltier, François Moreau

Looking for the Long Tail: Evidence from the French Book Market

Session 1D: HRM

Sofie Van den Borne

Career development in the arts

Emilie Viaut

Mobility as a prism to examine a career path in the art world. Case study on French visual artists based in Vietnam

Karen Hands

The Impact of New Artistic Directors on the Management of Australian Performing Arts Organisations

Helle Hedegard Hein

Stepping into Character - What Leaders of Creative Work Processes Can Learn From Theatre Directors on Facilitating Creativity

Session 1E: Cultural Policies

Michelle Bergadaa, Thierry Lorey

Les choeurs basques et leur public : une perspective interactionniste

Linda Wilks

Exploring social, economic and cultural diversity within 'Black British Jazz' audiences

Corinne Berneman

Culture in prison: A managerial perspective

Susan Benton Bruning

Paradigm Shift in Museum Management of Ethnographic Collections: Engaging the Views and Priorities of Culturally Diverse Indigenous Stakeholders

12:30 Lunch

14:00 Parallel Session 2

Session 2A: Consumer Behavior

Damien Chaney

La musique enregistrée à l'heure du numérique : à la rencontre du consommateur-collaborateur

Mia Stokmans

Added value of social interaction in arts participation: New opportunities for increasing experiences

Marta Massi, Paul Harrison

From Here to (Post) Modernity: Managing Arts Brands in the Collaborative Era

Session 2B: Strategic Marketing

Sophie Rieunier, Bertrand Urien

La générativité comme facteur explicatif du comportement de legs : enjeux et recommandations pour les institutions culturelles

Thorsten Teichert, Stephanie Barth

The Power of the Story in Behind: Addressing the Stakeholders of an Experiential Museum

Jean-Michel Tobelem

Du mécénat au capital-risque philanthropique. La professionnalisation de la collecte de fonds dans les organisations culturelles

Session 2C: Strategic Management

Johnson Yi-Jui Lin, William Chang, Yang-Cheng Lu

Intellectual Capital and Value Added: The Relationships among a Live House, Singers/Bands and Customers in Taiwan

Ben Walmsley

"A big part of my life": A qualitative study of the impact of theatre

Tim Raats

New management practices and the public broadcaster's cultural remit: a means to an end or an end in itself?

Session 2D: HRM

Smiljka Isakovic

Does Gender matter in performing arts management leadership? Case study of Belgrade Music Festival (Bemus)

Emmanuel Coblenca, Frédéric Kletz

Faire le métier? Les institutions culturelles face à l'émergence de nouvelles professions

Suzette Major, Rose Gould-Lardelli

Becoming an Arts Manager: A Matter of Choice or Chance?

Session 2E: Cultural Policies

Colette Dufresne-Tasse, Anne-Marie Emond, D. Marin

Apprentissage ou production de sens (meaning making), quel concept choisir pour étudier l'expérience culturelle d'un adulte? Le cas de la visite muséale

Daniella de Araújo Bispo, Débora Coutinho Paschoal Dourado, Mariana Fernandes da Cunha Loureiro Amorim, Rita Rovai Castellan

Possibilities to give a meaning of work beyond the one diffused by the logic mainstream: a study with individuals who work in the hip hop movement

Li-Jung Wang

"Transnational" Cultural Policy and Ethnic Identity: The Case Studies of Taiwanese- Hakkas in Thailand

15:30 Coffee Break

16:00 Parallel Session 3

Session 3A: Consumer Behavior

Pieter de Rooj

Understanding patterns of customer loyalty development in the performing arts

Manuel Cuadrado, Jose Miquel, Carmen Perez

Motivations of deviant customer behaviour during the cultural service delivery. The case of a University library

Danielle Boudier-Pailler, Leila Damak

Confiance des (non)spectateurs envers les diffuseurs de spectacles vivants : déterminants et impacts sur les comportements. Résultats d'une étude exploratoire

Session 3B: Strategic Marketing

Jennifer Wiggins Johnson, Annie Peng Cui

Reference Price Anchors in Pay-What-You-Want Pricing: How Do Consumers Choose What to Pay?

Angela Besana

Performing Diva! The Willingness-to-Pay and the Willingness-to-Donate for USA opera houses and symphony orchestras

Andrea Hausmann

Facebook, Twitter and Co. - New Possibilities for Performing Arts Institutions and their Viral Marketing

Session 3C: Strategic Marketing

Heritiana Ranaivoson, Olivier Braet, Joeri Barbarien

Technical quality of online video: the next challenge for Video on Demand services

Dominique Sagot-Duvaouroux

What business models to use for the market of photography in the digital age?

Olivia Guillon, Françoise Benhamou

Modèles économiques d'un marché naissant : le livre numérique

Session 3D: HRM

Willy Faché

The design principles for experience-centric cultural services

Stefano Baia Curioni, Laura Forti

Values and coalitions in the contemporary art market

Helleke Van den Braber

Pushy patrons or selfless philanthropers? The debate on private support for the arts in the Netherlands 2001-2010

Session 3E: Cultural Policies

Marcelo Vieira, Cristiane Netto Costa

Cultural Organizations, Power Games and Spatial Changes: the case of the Instituto Europeo di Design in Rio de Janeiro

Maeva Chanoux, Charlene Arnaud, Edina Soldo

Le « Hallmark Event » culturel, outil de marketing urbain pour une mise en scène du territoire. Le cas de la Communauté du Pays d'Aix et de sa saison culturelle « Picasso-Aix 2009 »

Ximena Varela

Constructing the Creative City: Dominant Networks in the Creative City Cycle

17:30 Free time

19:00 Buses depart for Art site Axel Vervoordt

Tuesday July 5

8:30 Registration

9:00 Parallel Session 4

Session 4A: Consumer Behavior

Dominique Bourgeon-Renault, Elodie Jarrier

Visite muséale in situ et en ligne : une approche comparative de l'expérience vécue

Yves Evrard, Florance Caro

Visites réelles, visites virtuelles. Quelles relations entre le musée d'art et son site Internet du point de vue des publics ?

Carole Martinez, Florence Euzéby, Jeanne Lallement

Usages et impact d'Internet pour les publics du spectacle vivant : une étude sur les variables Motivation-Opportunité-Aptitude

Session 4B: Organisation and Management

David Masse, Thomas Paris

The interaction of technology and creativity in artistic creation: insights from the Video game industry

Abigail Gilmore

Not just CEOs tweeting: digital content , the arts and the cultural politics of innovation

Woong Jo Chang

Game Changer: Social Media for Small Arts Organizations

Session 4C: Strategic Marketing

Serge Poisson de Haro, Emmanuel Coblenca

Les sentiers du redressement: comment les organisations culturelles surmontent-elles les crises?

Pascale Landry, Johanne Turbide

La Succession aux postes de direction dans le secteur de la culture

Petra Perez Alonso-Geta

The creative industries: a behavioural and personal traits study of the involvement agents (creatives, managers, consumers)

Session 4D: Strategic Management

Luiz Alberto da Costa Mariz, João Paulo Lima e Silva Filho

Stratégies de publication des ouvrages de littérature originaires d'un espace social périphérique

Wu Chieh-Hsiang

Brand Imitation and "Shanzhai"-A Study on the Relationship between Intellectual Property Law and Cultural Identity in China and Taiwan

Charles Mel Gray

New Institutional Economics and the Lively Arts: Exploratory Case Analyses

10:30 Coffee Break

11:00 Parallel Session 5

Session 5A: Consumer Behavior

Luc Champernaud, Trine Bille, Sophie Dabo

New generations do not contradict retirees

Christine Burton, John Neil

Cultural consumption of Gen Y: implications for marketing strategies

Lluch Desamparados, Manuel Cuadrado, Juan Montoro

Segmentation of cinema audiences in Spain. A latent class analysis

Session 5B: Organisation and Management

Johan Kolsteeg

Strategic Practice in Creative Organizations

Patrick Germain-Thomas

Le chorégraphe, l'Etat et les programmeurs. Etude du marché subventionné de la danse contemporaine en France

Barbara Slavich, Rossella Cappetta, Severino Salvemini

Can Italian haute cuisine become a real industry? Some lessons from the near-by cultural industries

Session 5C: Strategic Management

Ilaria Morganti, Massimiliano Nuccio

Towards an enhanced framework for impact evaluation of cultural events

Francesco Chiaravallotti, Martin Piber

Ethical and political implications of methodological settings in arts management research: The case of performance evaluation

Veronica Zuniga Sales, Johanne Turbide

Les déterminants de la performance des grands musées d'art : une perspective stratégique

Session 5D: Organisation and Management

Ruth Rentschler, Marcus Morgan

Mission Fulfilment: The Role of Board Performance

Peter Bryant, Natalie Pozdeev

Making involvement happen: Defining the governance skills sets that encourage community participation in non-profit arts and cultural organizations

Charlene Arnaud, Edina Soldo, Robert Fouchet

Emergence, pérennisation et transmission d'un apprentissage organisationnel par l'événement culturel. Analyse comparée d'événements culturels sur le territoire de « Marseille Provence »

Session 5E: Strategic Management

Valery Gordin, Marina Matetskaya

Culture and local development: the interaction of cultural heritage and creative industries

Bruno Verbergt

How performing arts actors and governments can enhance a sustainable competitive advantage for the industry as a whole

Francesco Badia, Fabio Donato

The Management Plan for the UNESCO Heritage Sites: some Critical Reflections from a Managerial Point of View

12:30 Lunch

14:00 Parallel Session 6

Session 6A: Consumer Behavior

Stephane Debenedetti, Fabrice Larceneux

Jugements de spécialistes et de spectateurs ordinaires en matière cinématographiques : un test de la théorie de la disjonction

Sandra Painbeni

Les prix littéraires français font-ils vendre des romans ? Le rôle prescripteur de ces labels d'après les professionnels de l'édition et les consommateurs

Jennifer Wiggins Johnson, Stephen B. Preece

From Critical Reviews to Audience Dialogue: Responding to Critique in the Digital Age

Hadida Allegre, Renaud Legoux, Francois A. Carillat

You could charm the critics, and have nothing to eat: A meta-analysis of the effect of gatekeepers on motion picture performance

Session 6B: Organisation and Management

Jaime Ruiz-Gutierrez, Cariolina Barrios, Alejandro Valderrama

Possible relationships between organizational structure and operating results: The case of the Ibero-american Theater Festival of Bogota(FITB)

Keiko Kawamata

The role of trust in the dyadic relationship between the author and the editor in the creation of Japanese manga

Hilary Glow, Jennifer Radbourne, Katya Johanson

Innovation, audience appetite and risk in the small to medium performing arts sector

Romain Gandia

L'organisation du processus d'innovation pour créer et s'approprier de la valeur : une application au secteur du jeu vidéo

Session 6C: Strategic Marketing

Beatriz Plaza, Silke N. Haarich

Picasso's 'Guernica' - an Art Brand as Key Element of Destination e-Branding Strategies

Liisa Uusitalo, Sofia Pusa

Creating Brand Identity in Art Museums -- A Case Study

Yuko Oki

"Brand" or "Bunand"? : The strategy of YAMAHA Corporation

Francois Marticotte, Anik St-Onge

Les groupes hommage de musique : exploration de comportements de consommation

Session 6D: Organisation and Management

Lien De Cang, Katia Segers

Lead(ing) the audience?! Artistic management & notions of public service at the Great Symphony Orchestra of the Belgian National Radio Institute in the 1930s

Yu-Chien Chang

Behind the scenes--the ownership of museum marketing

Amélie Boutinot, Joly Iragael, Vincent Mangematin

Non-Specific Determinants for Specific Reputations: the Case of French Architects

Paul Rutten, Ilan Akker, Joost Poort, Jarst Weeda

Authors and neighboring rights through the eyes of creators and performers – an empirical study

Session 6E: Cultural Policies

Lim Lorraine

Arts and Cultural Management in Singapore: From Global City for the Arts to Distinctive Global City of Culture and the Arts

Jean-Gilles Lowies

Les politiques culturelles urbaines des capitales fédérales, le cas de Bruxelles (1995-2007)

Suzanne Burke

Masquerade City: (Woodbrook, Trinidad and Tobago) - The case for creative clustering in small urban centres

16:00 Free time /walk to MAS museum

17:00 Visit MAS Museum

Wednesday July 6

8:30 Registration

9:00 Parallel Session 7

Session 7A: Consumer Behavior

Rosemary Polegato, Rune Bjerke

The Before and After: Audience Perceptions of Brand Dimensions of Cultural Products

Hilppa Sorjonen, Irene Rissanen

Young non-visitors' attitude towards opera before and after their first opera attendance

Antonella Caru, Bernard Cova

Co-Destructing Value through Consumer Fanaticism: The Scala/Loggionisti Case

Session 7B: Strategic Marketing

Francois Courvoisier, Pierre Balloffet, Joëlle Lagier

Du musée au parc d'attractions : opportunités et risques de l' « edutainment »

Virpi Nasanen, Maria Hirvi

Arts marketing and aesthetics: perspectives of value in participatory art

Juliette Passebois-Ducros, Guergana Guintcheva

Les Sociétés d'amis de musées : Des amis qui vous veulent du bien?

Session 7C: Strategic Management

Annukka Jyrämä, Tanja Vilén

Perceptions on the forthcoming Helsinki Music Centre. Reflections on processes of creating joint organizational identity, image and brand

Satu-Mari Korhonen

Organising Creative Work in Institutional Theatre: from function-based organization to a self-developing team

Mariko Koizumi

How do Japanese Traditional Performing Arts Remain Active Without Big Financial Support? The Case of Noh

Session 7D: HRM

Donatella de Paoli

The role of leadership in changing art institutions

Kate MacNeill, Ann Tonks, Sarah Reynolds

Authenticity and the other: co-leadership in arts organizations

Pim Van Klink, Arjan van den Born, Arjen van Witteloostuijn

Leadership in the performing arts

10:30 Coffee Break

11:00 Parallel Session 8

Session 8A: Consumer Behavior

Alain Debenedetti, Remi Mencarelli, Stéphane Debenedetti, Florence Caro

Une approche CCT de l'expérience muséale chez les jeunes adultes: le modèle de Falk

Carlofilippo Frateschi, Elisabetta Lazzaro

Reconciling recall-questions surveys and time-use data: The case of Italian cultural participation.

Session 8B: Organisation and Management

Johanne Turbide, David Massé, Serge Poisson-de haro

Les grandes thématiques de gestion des institutions culturelles et artistiques : disciplines et pratiques

Theresa Kirchner, John B. Ford, Sandra Mottner

Disruptive Marketing and Unintended Consequences in the Nonprofit Arts Sector

Ruth Rentschler, Theresa A. Kirchner

Arts Management and Marketing Article Citation Analysis: Assessing the External Impact of Arts Management Journals

Session 8C: Strategic Management

Francesco Pasetti, Dubini Paola

Immigration and new media. "Diasporic media": a preliminary case based in Milan

Enrico Bertacchini, Walter Santagata

Cultural Industries, Creative Atmosphere and Local Development

Ellen Loots

Artists' residences: Constituents of similarity and diversity of an organization form

Session 8D: HRM

Javier J. Hernandez Acosta

The Artist as an Entrepreneur: An Exploratory Study

Ludovica Leone, Massimo Bergami, Gabriel Morandin

Entrepreneurial motivation to engage in new venture creation in a creative industry

Esra A. Aysun

Looking at the independent art scene of Istanbul as a possible case study for the future positioning of European cultural institutions

12:30 Lunch

14:00 Plenary Session: Round Table with David Throsby

16:00 Best paper awards

16:30 Coffee Break

18:00 Gala dinner