

			<i>First Author</i>	<i>Second Author</i>	<i>Third Author</i>	<i>Fourth Author</i>
Session Plenary Session – Monday, June 27th, 9:30-10:30						
Parallel Session 1 – Monday, June 27th, 11:15-13:15						
TRACK 1 – Consumer Behavior [Facilitator: Marta Massi]						
O(Zel)	22019	Private Collectors and their Consumer Behaviour in the Time of Pandemic	Martin Zelený Assistant Professor, Department of Arts Management, Prague University of Economics and Business, Czech Republic			
P(Sim)	22006	More than Words: Is Storytelling the Key to the Long-Term Success of a Song?	Adrien Simonnot-Lanciaux Ph.D. student at HEC Montreal, Canada	Florian Carichon Doctoral Student in Decision Sciences, HEC Montreal, Canada	David Garson Master’s Student in Data Science and Business Analytics, HEC Montreal, Canada	Khaoula Chehbouni , Master’s Student in Business Intelligence, HEC Montreal Danilo C. Dantas , Associate Professor of Marketing, HEC Montreal, Canada Gilles Caporossi , Professor of Decision Sciences, HEC Montreal, Canada
O(Jyr)	22121	What Do We Mean when We Say Co-Creation, Co-Production, Participation and Engagement	Mervi Luonila Senior Researcher, Center for Cultural Policy Research, University of Jyväskylä, Finland	Annukka Jyrämä Professor, Aalto University School of Business, Finland		
TRACK 2 – Cultural Policies [Facilitator: Jaime Ruiz-Gutierrez (CO)]						
P (Laz)	22047	Áreas de Desarrollo Naranja (ADN) in the Implementation of Rural, Urban and Regional Creative Agendas in Colombia	Luis F. Aguado Associate Professor, Department of Economics, Pontificia Universidad Javeriana Cali, Columbia	Elisabetta Lazzaro Full Professor of Creative and Cultural Industries Management, University for the Creative Arts (UK)	Alexei Arbona Associate Professor, Department of Economics, Pontificia Universidad Javeriana Cali, Columbia	
P(Tur) P(Rur)	22067	Exploring Ethnic Diversity in Collaborative Arrangements: The Case of Texas Cultural Districts	B. Kathleen Gallagher Professor of Practice, Department of Political Science, Texas Tech University, USA	Alex Turrini Associate Professor, Bocconi University, Milan, Italy	Andrea Rurale Lecturer, Department of Marketing, Bocconi University, Milan, Italy	Nathaniel Wright , Ph.D. in Public Administration, University of Kansas Marco Luchetti , PhD Candidate, University of Macerata Julia Baca , MA/MBA, SMU, USA
O (Pin)	22110	Thinking the Future of Nudge from the Past: Reinforcing Deliberation and Integrating Creative Practices. Reflections from a Cultural Agency Experience of Bogota	Juan-David Pinzon Professor and Research Fellow, Aix Marseille University, Aix-en-Provence, France			
TRACK 4 – Financial Management, Governance and Control [Facilitator: Trilce Navarrete (NL)]						
P(Pro) O(Bet)	22009	Museum Financing Strategies during the Pandemic: Pulling Out all the Stops	Marek Prokúpek Assistant Professor in Strategic Arts Management, KEDGE Arts School, KEDGE Business School, France	Diana Betzler Consultant and Lecturer of Arts Management at University of Lüneburg, Germany	Ellen Loots Assistant Professor, Cultural Economics and Entrepreneurship, Erasmus University Rotterdam, The Netherlands	
O(Ric) O(She)	22016	Baumol’s Disease, the Covid-19 Pandemic and the Theatre in America and Russia	J. Dennis Rich Professor, Cultural Management, Columbia College Chicago, USA	Ekaterina L. Shekova Associate Professor, St. Petersburg State University of Film and Television, Russia		
TRACK 5 – Organizational Behavior and Human Resource [Facilitator: Rita Kottasz (GB)]						
O(Vak)	22023	Knowledge Management in Museums: A Framework for Assessment and Performance	Neville Vakharia Associate Dean of Research & Planning, Drexel University, Westphal College of Media Arts & Design, USA			
P(Bov) P(Hav) P(Hus)	22024	Identity Work in Volunteer-Based Organizations: Unveiling Coalitions Punctuating a Musical Season	Camille de Bovis Professor, University of Lyon, France	Stéphanie Havet-Laurent Assistant Professor, INSEEC Grande Ecole, France	Caroline Hussler Full Professor, University of Lyon, France	

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TRACK 6 – Strategic Management (Facilitator: Pierre-Jean Benghozi (FR))						
P(Lyu) P(Roc)	22032	Evolution of Business Models and Industrial Organization: Uncertainty, Competition and Imitation Behavior in the French Press Industry	Inna Lyubareva Associate professor, IMT Atlantique-LEGO, France	Fabrice Rochelandet Professor, University of Sorbonne Nouvelle, France	Imad El Badisy Engineer, IMT Atlantique, France	
P(Sal)	22008	Adaptation in a Digital Environment in the light of Business Models' Dynamics: Insights from the Swiss Press	Yelena Saltini PhD student in Management, Geneva School of Economics and Management, Switzerland			
P(Rur)	22061	Reimagining Cultural Management in the Post-Covid Era: Mission Impossible	Michela Addis Università di Roma Tre, Rome, Italy	Andrea Rurale Bocconi University, Milan, Italy		
TRACK 7 – Strategic Marketing (Facilitator: François Colbert (CA))						
O(Rad)	22028	The Sales of Cultural Goods in Times of Pandemic: A focus on the Low-End Art Market	Anne-Sophie V. Radermecker Assistant Professor, Cultural Management, Free University of Brussels, Belgium			
O(For)	22034	Social Impact of Infohybrids and Effects the Mythopoesis Processes in the Covid 19 Occidental Society and Cultural Industries	Mariella la Forgia Professor at Ca' Foscari University, Venice, Italy	Madia Ferretti Tenured Professor of Humanities and Communication, High School of Graphics, Italy	Luigi Starace Scientific Journalist and Media Consultant for the Italian Society of Social Psychiatry	
P(Mor)	22042	Fairness and Royalty Payment System on Music Streaming Platforms	Ola Haampland Associate Professor, Inland Norway University of Applied Sciences	Rune Johannessen Associate Professor, Inland Norway University of Applied Sciences	François Moreau Professor, CEPN, University Sorbonne Paris Nord and ICCA	Patrik Wikström Professor, Digital Media Research Centre, Queensland University of Technology, Australia
Parallel Session 2 – Monday, June 27th, 14:15-16:15						
TRACK 1 – Consumer Behavior (Facilitator: Maud Derbaix)						
P(Cac) O(Ert) O(Pet)	22092	What is a Smart Culture and how to Implement It? A Priority of Accessibility of Arts Crafts, Heritage and Gastronomy Assets	Pascale Ertus Université Bretagne Sud – Vannes, France	Christine Petr Professeure agrégée en marketing, Université Bretagne Sud - Vannes, France	Silvia Cacho-Elizondo Professor & Custom Programs Academic Director, IPADE Business School, Mexico	
P(Rur) P(Moi)	22060	Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)	Antonella Carù Dean, Graduate School, Bocconi University, Milan, Italy	Piergiacomo Mion Dalle Carbonare SDA Junior Lecturer, Bocconi School of Management, Milan, Italy	Andrea Rurale Lecturer, Marketing Department, Bocconi University, Milan, Italy	
P(Tur)	22040	On Positive Addiction to Arts: A Systematic Literature Review	Alex Turrini Associate Professor, Bocconi University, Italy	Marilena Vecco Full Professor, Burgundy School of Business, Dijon, France		
TRACK 2 – Cultural Policies [Facilitator: Elisabetta Lazzaro (UK)]						
P(Nik)	22114	Cultural Policy and Management for Diversity and Equality: Case Study of Young Women in Music in Southeastern Europe	Tatjana Nikolić Researcher, Faculty of Dramatic Arts, University of Arts in Belgrade, Serbia			
P(Dev) O(Kee)	22087	Conceptualizing Benefit for Third Sector Arts Organizations: A Working Proposition	Constance DeVereaux Associate Professor and Director, MFA Arts Administration, University of Connecticut	Kate Keeney Assistant Professor and Program Director, Arts Management at the College of Charleston.		
O(Dec) O(Sig)	22099	Evaluation of Cultural Public Policy with Direct Effect Indicators on the Beneficiary	Jaime Bravo Déctor Ex-Director of Cultural Development for the State of Michoacan, Mexico	Jorge Rodrigo Sigal Full-time Professor, National Autonomous University of Mexico		

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Conference Final Schedule
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TRACK 6 – Strategic Management [Facilitator: Ieva Zemite (LV)]						
P(Pro)	22059	Endowment Funds in European Museums: A tool for sustainable funding?	Marek Prokúpek Assistant Professor in Strategic Arts Management, KEDGE Arts School, KEDGE Business School, France	Diana Betzler Consultant and Lecturer of Arts Management at University of Lüneburg, Germany	Ellen Loots Assistant Professor of Cultural Economics and Entrepreneurship, Erasmus University Rotterdam, The Netherlands	
O(Bla)	22070	Creativity or Social Acceptability? Cross-Cultural Management Contribution to Create Cultural Synergy within a Theatre Company	Victoria Côté PhD Student, HEC Montreal, Canada	Charlotte Blanche Management Adjunct Professor, HEC Montreal, Canada		
P(Gom)	22074	Pragmatic Innovation in Museums during the Pandemia: the Case of Musée National des Arts Asiatiques Guimet	Anne Gombault Director of Kedge Arts School, Associate Professor in Strategic Management, France			
TRACK 7 – Strategic Marketing [Facilitator: Florence Euzéby]						
P(Ben) P(Kot)	22002	Cross-selling of Digital Arts and Heritage Performances and Exhibitions: Organisational Change During and After the Covid Pandemic	Professor Roger Bennett Professor, Kingston University, United Kingdom	Rita Kottasz Associate Professor of Marketing at Kingston Business School, United Kingdom		
P(Bai) P(Col) P(Dan)	22003	Cultural Branding of Cities: The Role of the Live Music in Building a City's Brand	Alessandra Baiocchi A. Corrêa Part-time Professor, Business School of the Pontifical Catholic University, Rio de Janeiro, Brazil	Luís Alexandre G. de P. Pessôa Professor, Business School of the Pontifical Catholic University, Rio de Janeiro, Brazil	François Colbert Full Professor of Marketing at HEC Montreal, Canada	Danilo C. Dantas Associate Professor of Marketing, HEC Montreal, Canada
P(Bou) P(Lag)	22004	Can the Perceived Authenticity of the Artist be Measured in the Context of their Association with a Brand?	Dominique Bourgeon-Renault Professeure en Sciences du Management et de Gestion, Université de Bourgogne, France	François H. Courvoisier Professeur en Sciences de Gestion, University of Applied Sciences Western Switzerland	Joëlle Lagier Professeure, Excelesia Business School, Centre de Recherche en Intelligence et Innovation Managériales, La Rochelle, France	Rémi Bréhonnet Professeur associé, Excelesia Business School, Centre de Recherche en Intelligence et Innovation Managériales, La Rochelle, France
Parallel Session 3 – Monday, June 27th, 16:30-18:30						
TRACK 1 – Consumer Behavior [Facilitator: Andrea Rurale]						
P(Mas) P(Tur)	22073	Virtual Proximity or Social Distance? Digital Transformation and Value Co-Creation in the Time of COVID-19	Marta Massi Assistant Professor, Trent University, Canada	Alex Turrini Associate Professor, Department of Social and Political Sciences, Bocconi University, Italy	Elena Gallitto Post-doctoral research fellow, University of Ottawa, Canada	
P(Der)	22083	Fans as Prosumers: Labour of Love	Maud Derbaix Associate Professor, Head of the Expertise Center Creative Industries and Culture, Kedge Business School, France	Michaël Korchia Senior Professor, Kedge Business School, France	Matis Padiou Master's degree in management sciences, Kedge Business School, France	
P(Pre)	22091	Problematising Value through an Art Object-Oriented-Ontology	Chloe Preece Senior Lecturer in Marketing, Royal Holloway, University of London, England	Finola Kerrigan Professor of Marketing, University of Birmingham, England		
P(Mio) O(Cua)	22041	Analyzing the Effect of the Expanded Servicescape on Visitor's Satisfaction and Loyalty in Museums	Manuel Cuadrado-García Associate Professor, Marketing Department, University of Valencia, Spain	Juan Montoro-Pons Full Professor, Applied Economics Department, University of Valencia, Spain	Piergiacomo Mion Dalle Carbonare SDA Junior Lecturer, Bocconi School of Management, Milan, Italy	

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TRACK 2 – Cultural Policies [Facilitator: Constance DeVereaux (USA)]						
P(Gle)	22081	Cultural Policy between the Powers – Findings on the Audit Activities of German State Audit Offices in Publicly Funded Cultural Sector	Julia Glesner Professor for Cultural Management, University of Applied Sciences Potsdam/Germany			
P(Zem)	22017	Rethinking Creative Cities: Networks, Intermediaries, Development Prospects	Agnese Hermane Head of Culture Sociology and Management Department at the Latvian Academy of Culture, Riga, Latvia	Ieva Zemite Associate Professor, Latvian Academy of Culture, Riga, Latvia		
P(Sol)	22033	Public Mural Art in León, Guanajuato, Mexico	Gonzalo Soltero Professor, National Autonomous University of Mexico (UNAM), León, Guanajuato, Mexico			
TRACK 7 – Strategic Marketing [Facilitator: Roger Bennett (GB)]						
P(Nav)	22014	Business Models for Museums Post-Pandemic: Online Services	Trilce Navarrete Lecturer, Erasmus School of History, Culture and Communication, Erasmus University Rotterdam, The Netherlands			
P(Bil) P(Roc)	22021	Smart Contracts as a Private Regulation: Ideal Market World or Contractual Nightmare? The Case of Copyright	Romain Billot Professor in Data Science, IMT Atlantique, France	Alain Rallet Professor in Economics, University Paris- Saclay, France	Fabrice Rochelandet Member of the Laboratory of Excellence Cultural Industries & Art Creation, France	
P(Bom) P(Mat)	22029	Art for Brand’s Sake? Factors that Influence Artists’ Acceptance of a Brand Collaboration	Udo Bomnüter Professor of Media Management, Hochschule Macromedia, University of Applied Sciences, Berlin, Germany	Alba Martínez Matovina Marketing Master’s Graduate, HWR Berlin School of Economics and Law, Germany	Nele Hansen Professor of Media Management, International University of Applied Sciences, Düsseldorf, Germany	
P(Ros)	22022	Sentiment analysis and eWOM to support decision processes within maritime heritage museum networks. The case of Arca Adriatica	Umberto Rosin Director of the Masters’ program in Management of Arts and Culture, Ca’ Foscari University of Venice, Italy	Michele Bonazzi Adjunct Professor, Department of Management, Ca’ Foscari University of Venice, Italy	Francesco Casarin Professor, Ca’ Foscari University of Venice, Italy	
Parallel Session 4 – Tuesday, June 28th, 8:45-10:45						
TRACK 1 – Consumer Behavior [Facilitator: Chloe Preece (GB)]						
O(Cha) O(Par) O(Won) O(Pon)	22044	The Hallyu and K-Pop Fandom in France: An International Phenomenological Study of Transnational Locality	WoongJo Chang Associate Professor, Department of Arts and Cultural Management, Hongik University, Korea	Shin-Eui Park Professor, Department of Arts and Cultural Management, Kyung Hee University, Korea	Heiwon Won Research Assistant Professor, Department of Asian Studies, Aix- Marseille University, France	Nina Pontreué Graduate Student, Department of Arts and Cultural Management, Hongik University, Korea
O(Liu) O(Lin) P(Col)	22085	Intergenerational Influences of Performing Arts Consumption Practices	Yihan Liu Post-doctoral of Arts Marketing, HEC Montreal, Canada	Yi Lin Professor, School of Arts at Peking University, China	François Colbert Professor of Marketing, HEC Montréal, Canada	
O(Sav) P(Col) P(Dan)	22007	The Roles of Record Stores and their Employees in the Collecting Process of Record Collectors	Marine Savard M.Sc. student, HEC Montréal, Canada	François Colbert Full Professor of Marketing, HEC Montréal, Canada	Danilo C. Dantas Associate Professor of Marketing at HEC Montréal, Canada	
TRACK 2 – Cultural Policies [Facilitator: Gonzalo Soltero (MX)]						
O(Lin)	22107	The Challenge of Community Engagement in Culture -- The practice of Participatory Budgeting in the Gold Museum, Taiwan	Wen-Ling Lin Assistant Professor, Graduate Institute of Museum Studies, Fu Jen Catholic University, Taiwan			
O (Igl)	22069	Mind the Gap in the Amazon HQ2: The Underappreciated Potential of the Creative Economy in Arlington County And Washington DC	Fadrique Iglesias PhD student, Cultural Heritage, Universidad de Valladolid, Spain	Jose Luis García Cuesta Professor within the Department of Geography at Universidad de Valladolid, Spain		

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TRACK 3 – Cultural Entrepreneurship [Facilitator: Isabella Perrotta (BR)]						
O(Rod) O(Pin)	22013	The Second Tier city of Vila Real devoted to Sports Tourism Entrepreneurship, Cultural Entrepreneurship and Cultural Management	Ana Catarina Rodrigues Master Student in Cultural Sciences, University Trás-Os-Montes and Alto Douro, Vila Real, Portugal	Maria Inês Pinho Professor Cultural Management and Cultural Entrepreneurship, Polytechnic Institute of Porto, Portugal		
P(Hus)	22027	Building the middleground of creative fields: unveiling new cultural entrepreneurs in the Krautrock music	Caroline Hussler Full Professor, University of Lyon, France	Paul Muller Associated Professor, University of Lorraine, France	Bérangère Szostak Full Professor, Paris Saclay University, France	
TRACK 4 – Financial Management, Governance and Control [Facilitator: Marek Prokupek (CZ)]						
O(Ara) O(Ren)	22066	Mapping the Field of Arts Governance Research: A Literature Review and Research Agenda	Bianca Araujo UniSA Business, University of South Australia	Ruth Rentschler School of Management, University of South Australia, Australia		
P(Cha)	22118	Regulation in the Cultural Sectors, the Case of the French Film and Music Industries	Robin Charbonnier PhD candidate, CRG, École polytechnique, Paris, France	Thomas Paris Researcher, CNRS, Paris, France	Pierre Poinignon Assistant Professor, Burgundy School of Business, Dijon, France	Alexandre Viard Contractual Professor, Cergy Paris Université, France
TRACK 5 – Organizational Behavior and Human Resource [Facilitator: Camille de Bovis (FR)]						
O(Shi) O(Nis)	22001	An Educational Study on Career Development and Artistic Creativity in Chinese and Japanese Traditional Performing Arts	Takuya Shimizu Professor and Director of The Global Education Center Study Abroad Program, Kansai University of International Studies, Japan	Kumiko Nishio Professor, Faculty of Business Administration, Kindai University, Japan		
O(Had)	22076	Discrimination in Hollywood	Allègre L. Hadida Associate Professor in Strategy at the University of Cambridge, Cambridge, England	Daniel Kaimann Assistant Professor of Cultural Economics, Erasmus University, Rotterdam, The Netherlands		
TRACK 6 – Strategic Management [Facilitator: Anne Gombault (FR)]						
O(Ren) O(Liu)	22084	Evolution of Arts and Cultural Management Research: Literature Review and Research Agenda	Ruth Rentschler School of Management, University of South Australia, Australia	Jiaxin (Suzie) Liu PhD scholar at UniSA business, University of South Australia, Australia		
O(Ren)	22072	The Show Must Go On? Innovation in the Italian Cultural Organizations During COVID-19	Chiara Carolina Donelli School of Management, University of Parma, Italy	Ruth Rentschler School of Management, University of South Australia, Australia	Lorenzo Pratici School of Management, University of Parma, Italy	Pietro Cingi Department of Engineering, University of Modena and Reggio Emilia, Italy
O(Bei)	22031	The Construction, Analysis, and Research on the Core Competency of China Philharmonic Orchestra	Zhang Beili Professor and Dean, Department of Arts Management, Tianjin Conservatory of Music, China	Gao Yue Master's student, Department of Arts Management, Tianjin Conservatory of Music, China		
TRACK 7 – Strategic Marketing [Facilitator: Alessandra Baiocchi (BR)]						
O(Rec)	22102	Culture, technology and wealth of opportunities in times of pandemic	Ana Lucía Recaman Coordinator of Cultural Promotion, Universidad La Salle Cuernavaca, Mexico	Marcela Vázquez Huitron Universidad La Salle Cuernavaca, Mexico		
P(Gaz) P(Ram)	22054	Experiencing Artistic Innovativeness in Opera Shows	Aranzazu Gaztelumendi Ph. D Candidate in Marketing, University of Burgundy, France	Dominique Bourgeon-Renault Professor in Marketing, University of Burgundy, France	Richard Huaman-Ramirez Assistant Professor in Marketing, EM Strasbourg, France	
O(Bla)	22055	NFT's and the Montreal Music Scene: Fears and Hopes	Regis Barondeau Professor, UQAM, Montreal, Canada	Charlotte Blanche Management Adjunct Professor, HEC Montreal, Canada	Simon Delage PhD Student, HEC Montreal, Canada	Frédéric Giroux , PhD Student, HEC Montreal, Canada Karine Harvey , PhD Student, UQAM, Canada

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Parallel Session 5 – Tuesday, June 28th, 11:15-13:15						
TRACK 1 – Consumer Behavior [Facilitator: Danilo Dantas (CA)]						
P(Mil)	22094	Thinking, Acting and Dying like a Collector: How Collectors Construct Value in the Art Market	Mikaella Milikouri PhD candidate, Royal Holloway, University of London, England			
O(Cua)	22111	Analyzing the Influence of Multi-Sensory Perception on Consumer Experience and Satisfaction in Live Music	Manuel Cuadrado-García Associate Professor, Marketing Department, University of Valencia, Spain	Claudia E. Goyes-Yepez PhD student, University of Valencia, Spain	Juan Montoro-Pons Full Professor, Applied Economics Department, University of Valencia, Spain	
P(Pel)	22030	Partisan Selective Exposure in News Consumption	Sylvain Dejean Associate Professor of La Rochelle University, France	Marianne Lumeau Associate Professor of University of Angers, France	Stéphanie Peltier Associate Professor of La Rochelle University and Sorbonne Nouvelle University, France	
TRACK 3 – Cultural Entrepreneurship [Facilitator: Caroline Hussler (FR)]						
P(Per)	22078	What Makes a Private Collection Become a Museum? The Cases of the International Museum of Naïf Art and the Casa do Pontal Museum in Rio de Janeiro	Isabella Perrotta Adjunct Professor, ESPM-Rio, Rio de Janeiro, Brazil	Lucia Santa Cruz Professor, ESPM-Rio, Rio de Janeiro, Brazil		
P(Nie)	22101	Recruitment of University Audiences	Gabriel Ignacio Acosta Nieto Director of Art and Culture, Universidad Panamericana, Mexico	Andrea Guadalupe Covarrubias Velázquez Coordinator of Art and Culture, Universidad Panamericana, Mexico	Katia Genoveva Aldrete Velázquez Professor of Art and Culture, Universidad Panamericana, Mexico	
TRACK 5 – Organizational Behavior and Human Resource [Facilitator: Stéphanie Havet-Laurent (FR)]						
O(Jyr)	22115	Core Value as Base for Organizational Identity Building and as a Facilitator - Case of Symphony Orchestras	Annikka Jyrämä Professor, Cultural Management, Estonian Academy of Music and Theatre, Tallinn, Estonia	Kaari Kiitsak-Prikk PhD Student, Estonian Academy of Music and Theatre, Tallinn, Estonia	Marju Raju PhD Student, Estonian Academy of Music and Theatre, Tallinn, Estonia	
O(Cuy)	22015	(Un)Silencing Blacktivism in Opera: A Letter to the Opera Field from Black Administrators	Antonio C. Cuyler Director of the MA Program and Associate Professor of Arts Administration, Florida State University, USA			
O(Rod)	22037	The Feminine Complex: Organizational Models in the Performing Arts	Vânia Rodrigues Arts Manager and Researcher, Centre for Interdisciplinary Studies, University of Coimbra, Portugal			
TRACK 6 – Strategic Management [Facilitator: Fabrice Rochelandet (FR)]						
P(Bob)	22077	From Space to Cultural & Creative Third Place (CCTP) Process and Ingredients	Natalia Bobadilla Assistant Professor, University Paris 13 Sorbonne Nord, France			
O(Odi)	22095	An Exploratory Study of Style in the Fashion Industry	Nathan Osareme Odiase PhD Student, University of Cambridge, Cambridge, England	Allègre L. Hadida Associate Professor in Strategy at the University of Cambridge, Cambridge, England		
O(Sch)	22108	Participatory Governance in the Central and Eastern Europe Museum sector	Annick Schramme Professor of Cultural Management, University of Antwerp and Antwerp Management School, The Netherlands	Ian W. King Research Professor, Marangoni, London, England and Associate Professor, Parsons, New York, USA		

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TRACK 7 – Strategic Marketing [Facilitator: François Colbert (CA)]						
P(Fir)	22109	The Concept of Audience Development vs. Arts Marketing: Critical Analysis	Piotr Firych Assistant Professor, Adam Mickiewicz University, Poznan, Poland			
P(Euz) P(Pas)	22039	Are Social Media Influencers New Book Prescribers?	Florence Euzéby Associate Professor, IAE La Rochelle University, France	Juliette Passebois-Ducros Associate Professor, IAE Bordeaux University, France	Sarah Machat Associate Professor, IUT de La Rochelle University, France	
P(Bal)	22036	Art Influencers and Cultural Institutions: Service Provider or Independent Media?	Marie Ballarini Post-doctorate, Cultural Industries and Artistic Creation, France			
O(Mou)	22057	Shedding Light on Banksy Business Model	Olivier Mouate Lecturer in Economics, University of Angers, France	Nathalie Moureau Professor in Economics, University of Montpellier 3, France	Dominique Sagot-Duvaurox Professor in Economics, University of Angers, France	
Parallel Session 6 – Wednesday, June 29th, 9:30-10:45						
TRACK 6 – Strategic Management [Facilitator: Pierre-Jean Benghozi (FR)]						
O(Ren)	22082	The Arts in Crisis: Is Philanthropy the Answer?	Chiara Carolina Donelli Post- Doc Research Fellow, School of Management, University of Parma, Italy	Boram Lee UniSA Business, Australia	Ruth Rentschler School of Management, University of South Australia, Australia	
O (Pio)	22058	The Rebound of Independent Bookshops	David Piovesan Associate Professor of Management, Magellan Laboratory, Lyon 3 University, France			
O(Chu)	22075	Nurturing Creative Ecosystem- The Perspective of the Intermediary Talent Development with the Audiovisual Sector in the Cultural Capital City of Tainan, Taiwan	Hsiao-Ling Chung Associate Professor. Institute of Creative Industries Design, National Cheng Kung University, Taiwan			
TRACK 7 – Strategic Marketing [Facilitator: Udo Bomnüter (DE)]						
O(Nam) O(Cha)	22045	Fluidarity in Seoul Queer Culture Festival: The Way of Being Relevant to Social Minority Groups	Taeyun Namgung Assistant Manager, Arts & Education Research Team, Seoul Foundation for Arts and Culture, Korea	WoongJo Chang Associate Professor, Department of Arts and Cultural Management, Hongik University, Korea		
P(Euz) P(Pas)	22026	Can Flagship Museum Reinforce the Destination Image? Results of a Before/After Experiment	Florence Euzéby Associate Professor, IAE La Rochelle University, France	Juliette Passebois-Ducros Associate Professor, IAE Bordeaux University, France		
Panel on Arts Management in Mexico – Wednesday, June 29th, 11:15-13:15						
Closing Ceremony – Wednesday, June 29th, 14:45-15:45						