

Friday June 29, 2012

Joseph Haydn-Hall

Young Scholars' Workshop

09.00-9.15 Welcome address by
Carsten Winter and **Peter Tschmuck**

09.15-10.45 Panel 1:
THE END USERS' PERSPECTIVE

Chair: **Joel Waldfogel**, University of Minnesota, U.S.A.
Janina Stork, Johannes Gutenberg University, Germany:
"How do users benefit from cloud-based music services?"
Maria Escriva, University of Valencia, Spain and
Enrique Fatas, University of East Anglia, U.K.:
"Pirates or corsairs? An experimental analysis of property rights in digital music"
Stefan Lorenz, Friedrich Schiller University, Germany:
"Matching the vibe: Effects of sharing playlists"

REFRESHMENTS

11.00-12.30 Panel 2:
MUSIC MANAGEMENT

Chair: **David Bahanovich**, University of Hertfordshire, U.K.
Lucie Šilerová, **Alena Řezníčková** and **Pavel Šnajdr**, Janáček Academy of Music and Performing Arts, Czech Republic:
"Application of theoretical management instruments to orchestral organizations in Czech Republic"
Maike Engelmann, **Lorenz Grünwald** and **Julia Heinrich**, University of Music, Drama and Media Hanover, Germany:
"The 'artepreneur': A model for future success and personal fulfillment for artists"
Kinga Jentetics, Corvinus University of Budapest, Hungary:
"The strategic integration of music branding and its evolution in the past 10 years"

LUNCH BREAK

13.30-15.00 Panel 3:
THE ARTISTS' PERSPECTIVE

Chair: **Peter Tschmuck**, University of Music and Performing Arts Vienna, Austria
Pablo Tupinambá Campos, Rio de Janeiro Federal University, Brazil:
"New business models in the recording industry: An artists' perspective"
Holger Schwetter, Goethe University, Germany:
"Sharing – what else? Examining how independent musicians make a living today"
Florian Waldner, University of Vienna, Austria:
"Simulating the digital music market: When music becomes software. Everybody is an artist"

REFRESHMENTS

15.15-16.15 Panel 4:
CULTURAL POLICY

Chair: **Carsten Winter**, University of Music, Drama and Media Hanover, Germany
Christopher Buschow, University of Music, Drama and Media Hanover, Germany:
"Lobbying the German cultural policy. A research agenda"
Barbora Štěpánková and **Lucie Šilerová**, Janáček Academy of Music and Performing Arts, Czech Republic:
"The analyses of contemporary cultural policy in the Czech Republic"

REFRESHMENTS

16.30-18.00 Panel 5:
THE ECONOMICS OF ELECTRONIC MUSIC

Chair: **Martin Lücke**, Macromedia University Munich, Germany
Jan-Michael Kühn, Goethe University, Germany:
"The scene economy of electronic dance music culture"
Sebastian Vogt, Carl von Ossietzky University Oldenburg, Germany:
"'I'm the operator with a laptop in my hand!?' The influence of technical innovation on the production process of electronic music in the decade 1997 to 2007"
Miriam Akkermann, Berlin University of the Arts, Germany:
"Between algorithm and improvisation. David Wessel, Karlheinz Essl and Georg Hajdu"