

## ACEI2018 Conference Schedule

**Tuesday 26 June 2018**

### **Young Researcher Workshop (YRW)**

Location: Green Brain, Level 7 Storey Hall (Building 16) 336-348 Swanston Street, Melbourne.

8:45 - 9:15     *Registration*  
Location: Building 16, Level 7, Follow signage to locate registration desk

9:15 - 9:35     *Acknowledgement of Country*  
Location: Building 16, Level 7, Room 7 (16.07.07)  
  
Prof Mark McMillan, Deputy PVC Indigenous Education and Engagement,  
RMIT University

9.35 - 9.45     *Welcome and Opening Remarks*  
Location: Building 16, Level 7, Room 7 (16.07.07)  
  
Prof Alan Collins, ACEI President-Elect, Nottingham Trent University  
  
Prof Tim Fry, Head of School of Economics, Finance and Marketing, RMIT  
University  
  
Assoc Prof Jordi McKenzie, Chair of Young Researchers Workshop,  
Macquarie University

9:45 - 12:00     *Concurrent Presentations: Session One*  
  
**SESSION YRW.1A: MUSIC, MOVIES, BOOKS AND MEDIA**  
Location: Building 16, Level 7, Room 8 (16.07.08)

Chair: Assistant Prof Christian Handke, Erasmus University

Presenter: Nutsa Gureshidze  
*Assessment of the efficiency of fixed book price policy: a comparative analysis*  
(Discussants: Ramadán Tovar and Christian Handke)

Presenter: Ben Morgan

*Algorithms at work in the shaping of musical taste in music recommendation ecosystems*

(Discussants: Wojciech Hardy and Christian Handke)

Presenter: Ramón Tovar

*Divide and conquer: price discrimination vs. flat rate in music streaming services*

(Discussants: Longfei Li and Christian Handke)

Presenter: Wojciech Hardy

*Pre-release leaks as one-time incentives for switching to unauthorised sources of cultural content*

(Discussants: Nutsa Gureshidze and Christian Handke)

Presenter: Longfei Li

*Information cocoons: the dilemma of internet media in the context of artificial intelligence?*

(Discussants: Ben Morgan and Christian Handke)

## SESSION YRW.1B: PERFORMING ARTS, CREATIVE INDUSTRIES AND DEVELOPMENT

Location: Building 16, Level 7, Room 1 (16.07.01)

Chair: Prof Tim Fry, RMIT University

Presenter: Pablo De la Vega Suarez

*Playing a play: online and live performing arts consumption and the role of supply constraints*

(Discussants: Raymond Ndhlovu and Tim Fry)

Presenter: Matias Muñoz Hernandez

*Accountability of Cultural Activities: A Case Study of Cultural Satellite Accounts for Chile*

(Discussants: Yi Wang and Tim Fry)

Presenter: Raymond Ndhlovu

*The impact of the cultural and creative industries on the economic growth and development of small cities and towns - guidelines for creating a regional cultural policy*

(Discussants: Dario Gödecke and Tim Fry)

Presenter: Yi Wang

*Knowledge exchange in creative industries: a comparative analysis between Brisbane and Shenzhen through the triple helix framework*

(Discussants: Pablo De la Vega Suarez and Tim Fry)

Presenter: Dario Gödecke

*Tourism flows and demand factors of performing arts institutions*

(Discussants: Matias Muñoz Hernandez and Tim Fry)

## SESSION YRW.1C: ART, CULTURE AND HERITAGE

Location: Building 16, Level 7, Room 3 (16.07.03)

Chair: Prof Douglas Noonan, Indiana University

Presenter: Olufemi Adetunji

*Proposed community participation framework for climate change adaptation of heritage buildings in Nigeria*

(Discussants: Eduardo Polo Muro and Douglas Noonan)

Presenter: Aleksandra Wiśniewska

*Non-market valuation of performing arts*

(Discussants: Kinga Hamvai and Douglas Noonan)

Presenter: Eduardo Polo Muro

*How income-elastic is the demand for culture? The causal effect of unemployment spells*

(Discussants: Anne-Sophie Radermecker and Kathryn Graddy)

Presenter: Kinga Hamvai

*Institutions matter: corporate art collections vs. public museums. Towards a new modus operandi*

(Discussants: Olufemi Adetunji and Kathryn Graddy)

Presenter: Anne-Sophie Radermecker

*When the artist's name is missing: exploring the auction market for Flemish "anonymous paintings"*

(Discussants: Aleksandra Wiśniewska and Kathryn Graddy)

12:00 - 1:00 *Lunch* (provided)

1:00 - 3:15 *Concurrent Presentations: Session Two*

**SESSION YRW.2A: ARTS FUNDING AND POLICY**

Location: Building 16, Level 7, Room 8 (16.07.08)

Chair: Prof Jen Snowball, Rhodes University

Presenter: Kristine Freiberga

*The socio-economic impact of the amateur arts and the possible development of the funding models*

(Discussants: Feng Zhou and Jen Snowball)

Presenter: Rui Monteiro

*Design: lost in translation? How “Design” is understood and might be clarified within European Union policies when looking at the Horizon 2020 program*

(Discussants: Esther Peng and Jen Snowball)

Presenter: Feng Zhou

*The rationality and reform of government subsidy on art: Take lottery as an example*

(Discussants: Mariana Castellani and Jen Snowball)

Presenter: Esther Peng

*High culture and the bottom line: a comparative study of corporate sponsorship of professional symphony orchestras in Australia and China*

(Discussants: Kristine Freiberga and Jen Snowball)

Presenter: Mariana Castellani

*Creative economy funding in São Paulo*

(Discussants: Rui Monteiro and Jen Snowball)

SESSION YRW.2B: MIGRATION, TRADE, LABOUR AND PARTICIPATION

Location: Building 16, Level 7, Room 1 (16.07.01)

Chair: Prof Christiane Hellmanzik, Technical University of Dortmund

Presenter: Vejune Zemaityte

*Media trade beyond country borders: five types of global cinema distribution*

(Discussants: David Calàs and Christiane Hellmanzik)

Presenter: Sri Rohana Rathnayake

*Cultural economies and local development: role of return migrants*

(Discussants: Ellen Nielsen and Christiane Hellmanzik)

Presenter: David Calàs

*Cultural entrepreneurship: the private art exhibition landscape in Sweden*

(Discussants: Sara Suarez-Fernandez and Christiane Hellmanzik)

Presenter: Ellen Nielsen

*How objective and subjective career success shapes the early career trajectories of Creative Arts graduates*

(Discussants: Vejune Zemaityte and Christiane Hellmanzik)

Presenter: Sara Suarez-Fernandez

*Cultural participation: art for art's sake or a question of money?*

(Discussants: Sri Rohana Rathnayake and Christiane Hellmanzik)

3:15 - 3:30 *Afternoon Tea Break* (provided)

3:30 - 4:30 *Panel: 'The Current State of Cultural Economics'*  
Location: Building 16, Level 7, Room 7 (16.07.07)

Panel Chair: Assoc Prof Jordi McKenzie, Macquarie University

Panellists:

Prof Douglas Noonan, Indiana University

Prof Kathryn Graddy, Brandeis University

Prof David Throsby, Macquarie University

Dr Paul Crosby, Macquarie University

4:30 - 6:00 *Young Researcher Workshop Reception* (held in-house)

Conference pre-registration on 26 June 2018

Location: Swanston Academic Business (Building 80), Levels 3 and 4, 445 Swanston Street, Melbourne.

4.00 - 6.00 *Registration*

*Location:* From entering the building off Swanston Street take the escalators to Level 3 to find the registration desk located near the escalator exit

**Wednesday 27 June 2018**

**Day 1: 20<sup>th</sup> International Conference on Cultural Economics**

Location: Swanston Academic Business (Building 80), Levels 3 and 4, 445 Swanston Street, Melbourne.

8.15 - 9.00     *Registration*

*Location:* From entering the building off Swanston Street take the escalators to Level 3 to find the registration desk located near the escalator exit

9.00 - 9.15     *Welcome to Country*

*Location:* Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

To be performed by Wurrundjeri Elder, Uncle Colin Hunter

9.15 - 9.30     *Welcome and Opening Remarks*

*Location:* Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Prof Mark McMillan, Deputy PVC Indigenous Education and Engagement, RMIT University

Prof Tim Fry, Head; School of Economics, Finance and Marketing RMIT University

9.30 - 10.30     *Opening Keynote: Connecting the Economics of Art and Culture with the Economics of Sport*

*Location:* Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Keynote delivered by Assoc Prof Bruce Seaman, Georgia State University

Response to keynote from Prof Robert Simmons, Lancaster University

Introduction by Prof Juan Prieto Rodriguez, University of Oviedo

10.30 - 11.45     *Morning Tea Break* (provided)

*Location:* Building 80, Level 3 (80.03)

10.45 – 11.45 *Parallel Panels: Session One*

*Panel 1: Sport 4.0: The Culture of Sport*

Location: Building 80, Level 2, Room 7) (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Organised by the Committee for Melbourne  
Panel Moderator: Clive Dwyer, Director Engagement, Committee for Melbourne.

Panellists:

Jerril Rechter, CEO VicHealth  
Ken Jacobs, Government Relations Manager, Tennis Victoria and Director, Cricket without Borders  
Gerard Griffin, General Manager, Venue and Event Services, Melbourne Cricket Club

*Panel 2: First Nations Arts and Screen: Investing in Culture, Economies, Policy and Stories*

Location: Building 80, Level 4, Room 6 (80.04.06)

Organised by the Australia Council for the Arts  
Panel Facilitator: Kyas Sheriff, Head of Indigenous, Australian Film Television and Radio School (AFTRS)

Panellists:

Lydia Miller, Executive Director Aboriginal and Torres Strait Islander Arts, Australia Council for the Arts  
Penny Smallacombe, Head of Indigenous, Screen Australia  
Tanya Denning-Orman, Channel Manager, National Indigenous Television (NITV)

*Panel 3: Innovative Usages of Official Statistics in Cultural Economics*

Location: Building 80, Level 4, Room 11 (80.04.11)

Organised by Dr Andrej Srakar University of Ljubljana  
Panel Facilitator: Dr Andrej Srakar University of Ljubljana

Panellists:

Assistant Prof Guido Ferilli, Director of the Cultural Industries and Complexity Observatory, Libera University (IULM University).  
Prof Luis Cesar Herrero Prieto, University of Valladolid  
Dr Andrej Srakar, University of Ljubljana



*Panel 4: Creative Suburbs: Creating Space for Culture in Peri-Urban Places*  
Location Building 80, level 5, Room 12 (80.05.12)

Organised by the City of Greater Dandenong  
Facilitator: Tila Buden, Manager Community Arts, Cultural and Library Services, City of Greater Dandenong

Panellists:  
Greg Box, Manager Creative Communities, Yarra Ranges Council  
Rosalie Hastwell, Team Leader Arts and Cultural Development, Maroondah City Council  
Tila Buden, Manager Community Arts, Cultural and Library Services, City of Greater Dandenong  
Claire McCracken, Melbourne based mixed media artists and PhD candidate at RMIT University

11.45 – 12.45 *Concurrent Paper Presentations: Session One*

SESSION 1A: SPECIAL TRACK – A FORWARD AGENDA FOR  
CREATIVE INDUSTRIES RESEARCH

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Distinguished Prof Stuart Cunningham, Queensland University of Technology

Stuart Cunningham\*

*Is it important to differentiate economic and cultural/social rationale for and outcomes from creative industries, or converge them around the so-called 'triple bottom line'?*

Terry Flew\*

*What research approaches and methodological innovations are required in developing a forward research agenda for creative industries?*

Ruth Bridgestock\*

*Creative industries and education: What evidence, what curriculum, what impact?*

## SESSION 1B: ART MARKETS 1

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Douglas Hodgson, University of Québec in Montréal (UQAM)

Moritz Burckhardt, Roland Füss, Christiane Hellmanzik\*

*From afternoon to evening: price dynamics and bidding behaviour in evening auctions for fine art*

Douglas J Hodgson\* and John W. Galbraith

*Artistic movement membership and the career profiles of Canadian painters*

Heinrich Ursprung and Katarina Zigova\*

*Individual death effects on art prices*

## SESSION 1C: CULTURAL TRADE

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Prof Tim Fry, RMIT University

Matias Muñoz–Hernandez\*

*Preferential treatment on cultural exports for developing countries: A case study of Argentina and Chile in the context of UNESCO Convention 2005*

Yuki Takara\* and Shingo Takagi

*Measuring the asymmetric effects of cultural relations on music trade using a sample selection model with additive and interactive fixed effects*

Tim Fry\* and Andrej Srakar\*

*Compositional data analysis of international trade with cultural goods: application to the UNCTAD database*

## SESSION 1D: CULTURE LED DEVELOPMENT

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Dr. Kate Grosser, RMIT University

Helene George, Kate Grosser\* and Gavin Jack

*A culture-centred approach to sustainable development in Australia: The relationship between arts, new income streams, and the sustainability of culture*

Deogratias Musoke\* Henry Masaakwa

*Can culture and sustainable development be achieved in in terms of African context: A case study of Uganda*

Raymond Ndhlovu\* and Jen Snowball\*

*Developing a regional cultural policy: Guidelines for areas without big cities*

## SESSION 1E: DISCIPLINARY ISSUES IN CULTURAL ECONOMICS

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Assistant Prof Christian Handke, Erasmus University

Christian Handke\*, Carolina Dalla Chiesa\* and Alina Pavlova

*'Where are we now in cultural economics' version 2.0: A bibliometric survey*

David Broadstock\*

*Cultural economics reviewed: The potential for textual analysis in the economics of culture*

Brea Heidelberg\*

*Intellectual mapping in cultural economics: Themes, theories, and trans-disciplinary connections*

## SESSION 1F: PROPERTY RIGHTS

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Prof Alan Collins, Nottingham Trent University

Christopher Berg\*

*A contract theory of ancient artefacts*

Alan Collins and Caroline Cox\*

*Regulatory issues and concerns in on-line trading markets for antique and craft goods sourced from illegal ivory: Some empirical evidence from eBay*

Maija Halonen-Akatwijuka and Evangelos Pafilis\*

*Ownership of cultural goods*

12.45 – 2.15 *Lunch Break* (lunch not provided)

Note: Special session on publishing in the Journal of Cultural Economics with the current editor Prof Douglas Noonan and members of the editorial board. Session will run from 12.45-1.15 in 80.05.12.

2.15 – 3.45 *Parallel Panels: Session Two*

*Panel 1: Blockchain Applications in the Arts, Culture and Creative Industries*  
Location: Building 80, Level 4, Room 06 (80.04.06)

Organised by the Blockchain Innovation Hub, RMIT University  
Panel Chair: Prof Jason Potts, Director, Blockchain Innovation Hub, RMIT University

Presenters and panellists:

Assoc Prof Marta Poblet, Blockchain Innovation Hub RMIT University  
Assoc Prof Ellie Rennie, Blockchain Innovation Hub RMIT University  
Dr Christopher Berg, Blockchain Innovation Hub RMIT University  
Merida Sussex, Stolen Recordings  
Prof Kelly Snook, University of Brighton  
Paul Mason, Australia Council for the Arts

*Panel 2: Making Art Work: Now and in the Future*  
Location: Building 80, Level 4, Room 11 (80.04.11)

Organised by the Australia Council for the Arts  
Chair: Dr Rachel Perry, Research Fellow, Australia Council for the Arts

Panellists:

Distinguished Prof David Throsby, Macquarie University  
Jane Slings, Director of Young Strangers and Executive Producer of the Electronic Music Conference  
Kaye Glamuzina, Manager, Arts Melbourne  
Emre Deniz, Director, Opaque Space

3.45 – 4.00 *Afternoon Tea Break*  
Location: Building 80, Level 3 (80.03)

4.00 – 5.00 *Concurrent Paper Presentations: Session Two*

**SESSION 2A: ARTISTS**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Assoc Prof Hilary Glow, Deakin University

Trine Bille\* and Andrea Baldin\*

*A latent class analysis of visual artists' living conditions*

Ellen Nielsen\* and Ruth Bridgstock\*

*How objective and subjective career success shapes the early career trajectories of creative arts graduates*

Setsuo Suoh\* and Sadanori Nagayama

*Who financially supports Japanese performing artists within their household: Parents or spouse?*

**SESSION 2B: CULTURAL ENTREPRENEURSHIP**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Jason Potts, RMIT University

Grace Gonzalez\*

*Cultural innovation and creativity among cultural/creative professionals in London and Tokyo: Discourse and practice*

Yu-Yu Chang, Jason Potts\* and Hui-Yu Shih

*The market for meaning: A new theory of cultural entrepreneurship*

David Calàs\* and Lars Lindkvist

*Cultural entrepreneurship: The growing private art exhibition landscape in Sweden*

**SESSION 2C: CREATIVE AGGLOMERATIONS AND SETTLEMENT**

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Assoc Prof Ashton De Silva, RMIT University

Pedro Costa\* and Ricardo Lopes

*Creative milieus at the periphery of the metropolis: From the massification of the city center of Lisbon to the liveliness of 'Margem Sul'*

Sveta Angelopoulos\* and Ashton De Silva\*

*Bohemian clusters - residential choices*

Fiona Drummond\* and Jen Snowball\*

*Using GIS mapping to explore regional development and the cultural and creative Industries: Rural development in South Africa*

## SESSION 2D: THE AUDIO-VISUAL MARKET

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Dr Paul Crosby, Macquarie University

Linbin Luo\* and Yaoyao Liu

*How do Imported TV Formats influence the popularity of TV shows: Evidences from China*

Alan Collins\*, Joe Cox, Paul Crosby\*, Jordi McKenzie\*

*How has the introduction of Subscription Video on Demand impacted legal and illegal consumption behaviour of television and films in Australia?*

Nela Filimon\*

*Disentangling Spanish TV audience: Traditional and digital TV viewing trends and contents*

## SESSION 2E: CULTURAL TOURISM

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Prof. Imad Moosa, RMIT University

Chiara Dalle Nogare\* and Raffaele Scuderi

*Mapping tourist consumption behavior from destination card data: what do sequences of activities reveal?*

James Drummond\*

*Whose culture, whose heritage? Missed opportunities in the Ngaka Modiri Molema District of the North West Province, South Africa*

Imad Moosa\*

*Does the British royal family attract cultural tourism?*

SESSION 2F: POLITICAL ECONOMY AND THE ARTS

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Assoc Prof William Rossiter, Nottingham Trent University

William Rossiter\*

*Arts-led regeneration in a time of austerity*

Cameron M. Weber\*

*A political economy of art with instrumental value to the state, with case studies from the New Deal*

Andrej Srakar\* and Bogomir Kovac

*Values of culture: A view from political economy*

5.00

Adjourn

6.30 - 8.30

*Welcome Reception*

National Gallery of Victoria, International

Location: The Great Hall NGV International, 180 St Kilda Road, Melbourne.

8.30 – 9.30

*Viewing of MoMA at NGV Exhibition 130 Years of Modern and Contemporary Art (optional)*

**Thursday 28 June 2018**

**Day 2: 20<sup>th</sup> International Conference on Cultural Economics**

Location: Swanston Academic Business (Building 80), Levels 3 and 4, 445 Swanston Street, Melbourne.

8.00 - 9.00     *Registration*

Location: From entering the building off Swanston Street take the escalators to level 3 to find the registration desk located near the escalator exit

9.00 - 10.30     *Concurrent Paper Presentations: Session Three*

**SESSION 3A: SPECIAL TRACK: INTERNATIONAL MUSIC BUSINESS RESEARCH**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Prof Peter Tschmuck, University of Music and Performing Arts Vienna

David Schreiber\*

*Aggrandising in the music industry: Establishing legitimacy and improving credibility through identity construction*

Daniel Nordgard\*

*The difficult case of digital convergence in the music industries*

Guy Morrow\*

*The visual side of the music business: music, design, video*

Phil Graham\*

*A political economy of rights aggregation for recorded music*

**SESSION 3B: ART MARKETS 2**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Tim Fry, RMIT University

Kathryn Graddy\* and Karol Jan Borowiecki

*Immigrant artists: Enrichment or displacement?*



Maria Marchenko\*  
*Peer effects in art prices*

Tim Fry\*  
*Heterogeneity in auction price distributions for Australian Indigenous artists*

Boram Lee\*  
*Pricing an artwork*

### SESSION 3C: FILM INDUSTRY 1

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Prof Lluís Bonet, University of Barcelona

Ramon Castells and Lluís Bonet\*  
*Factors of economic success in the Catalan film production: 2008-2014*

Sunghan Ryu\*  
*The effect of film adaptation on box-office performance: Empirical analysis of SF films in Hollywood*

Tylor Orme\*  
*Is theatrical release still the dominant Hollywood strategy?*

Luísa Barbosa and Helena Santos\*  
*'Alternative' film exhibition and cultural policies in Portugal: Challenges and opportunities of digitization*

### SESSION 3D: MUSEUMS 1

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Dr Andrej Srakar, University of Ljubljana

Andrej Srakar\*, Marilena Vecco and Miroslav Verbič  
*Measuring deaccessioning in American museums: A structural equation model / MIMIC approach*

Peter Booth\*  
*Museums on social media: a typology of their leaders' attitudes, behaviors, and strategies*

Trilce Navarrete\*

*Getting top pieces: Museum loans and social networks*

### SESSION 3E: PLACE-MAKING AND THE ARTS IN PUBLIC SPACES

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Assoc Prof Ashton De Silva, RMIT University

Özgun Özcakir\*, Anna Mignosa and A. Guliz Bilgin Altinöz

*The inevitability of post-regeneration rent increases in heritage places: The assessment of two urban renewal projects from Turkey*

Tomomi Mita\*

*The change of urban space in the close alleys of Jingu-Mae Shibuya Ward Tokyo: From the standpoints of the cultural production and the global investment company*

Su Fern Hoe\*

*The price of free: The rise of public arts programming as placemaking in Singapore*

Pedro Costa\*

*Gatekeeping, reputation building and value creation in art worlds: Insights from an European network project bringing photography to public space*

### SESSION 3F: ECONOMIC IMPACT OF THE ARTS

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Dr Stella Giannakopoulou, University of Thessaloniki

Zhengbing Zhou\* and Xiji Zhou

*Does remuneration influence the output of cultural production in a planned economy? Empirical research on the production of novels in China*

Baiba Tjarve, Ieva Zemite\* and Kristine Freiberga\*

*Assessing the economic impact of amateur arts: Methodological challenges*

Stella Giannakopoulou\*, Dimitris Damigos and Dimitris Kaliampakos

*Investigating the issue of hypothetical bias in Contingent Valuation studies. Evidence from built heritage evaluation in favour of CVM's validity*

María Devesa\* and Ana Roitvan

*Beyond economic effects: The cultural and social impact of arts festivals. A proposal for measurement indicators and application to a puppet festival*

10.30 -10.45 *Morning Tea Break*

Location: Building 80, Level 3 (80.03)

10.45 – 12.15 *Concurrent Paper Presentations: Session Four*

**SESSION 4A: SPECIAL TRACK: INTERNATIONAL MUSIC BUSINESS RESEARCH**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Prof Peter Tschmuck, University of Music and Performing Arts Vienna

Peter Tschmuck\*

*Recording companies in the music streaming economy: An institutional perspective*

Shane Homan\* and Tracy Redhead

*Entrepreneurial nations: The contemporary music export scheme*

Juan Montoro-Pons\* and Manuel Cuadrado-García

*Factors determining consumers' awareness on cultural supply: The case of music festivals*

Ola Haampland\*

*May I have your attention? Demand for popular songs in the age of endless choice*

**SESSION 4B: SUPERSTARS AND GENDER**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Lisa Farrell, RMIT University

Roland Füss and Christiane Hellmanzik\*

*What makes an artist a superstar?*

Juan Prieto-Rodriguez\*, Fernanda Gutierrez-Navratil and Manuel Hermosilla  
*Coloristic parities and disparities in Hollywood films*

Luc Champarnaud\*  
*A simple instrument for enhancing talent diversity*

Lisa Farrell\*, Jane M. Fry\* and Tim R.L. Fry\*  
*Gender differences in Australian Indigenous artwork at auction*

#### SESSION 4C: FILM INDUSTRY 2

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Associate Prof. Jordi McKenzie, Macquarie University

Jordi McKenzie\*, Craig Rossiter and Sunny Shin\*  
*Public film funding in Australia: An analysis of funding governance and film performance 1997-2017*

Jimmyn Parc\* and Patrick Messerlin  
*The myth of subsidies in the film industry: A comparative analysis on European and the US approaches*

Vejune Zemaityte\*  
*Media trade beyond country borders: Identifying five types of international film distribution through cluster analysis*

Shih Chien Chang\*  
*A de-clustered cluster? The non-economic factors of the sustainable film industry in Hong Kong*

#### SESSION 4D: MUSEUMS 2

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Dr Bethany Rex, University of the Arts London

Bethany Rex\*  
*Should they stay or should they go? How local authority make decisions about museum services in an era of austerity*

Chloé Mougnot\*, Marie Ballarini\* and Marek Prokupek\*  
*Exhibition evaluation: A model to assess the impact of an exhibition on visitors thinking process*

Natalia Grincheva\*

*Economic capital of museum 'soft power': Measuring museum impacts through economic activity*

Marek Prokupek\*

*Quantitative evaluation of the museum sector in the Czech Republic*

#### SESSION 4E: CULTURAL CONSUMPTION 1

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Dr Trilce Navarrete, Erasmus University

Trilce Navarrete\*

*Digital cultural consumption: Paintings in Wikipedia*

Maryam Razeghian and Thomas A. Weber\*

*The advent of the sharing culture and its effect on product pricing*

Tatsuki Machida\*

*Externalities and significance of derivative works in the art market: Analysis of consumer behaviour transferred from artistic sports products to the art market*

Ana Bedate Centeno\*, José Ángel Sanz Lara\* and Elena Martín Guerra

*Temporary exhibitions: how effective are their advertising posters?*

#### SESSION 4F: PERFORMING ARTS

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Prof Luis Cesar Herrero Prieto, University of Valladolid

Itsuro Nakahara\*

*The system of Kagai performance*

Hui Li\*

*Cost disease in the performing arts industry and the solution methods in China*

María José Del Barrio Tellado\* and Luis César Herrero Prieto

*A study of dance sector performance: The public dance circuit in Spain*

Aleksandra Wiśniewska\*

*Passive-use value and merit attributes of performing arts*

12.15 – 1.45 *Lunch Break* (lunch not provided)

Note: Special session on Research Partnerships as a lunchtime conversation with the Australia Council for the Arts and Creative Victoria will run from 12.30-1.30 in 80.05.12.

Sign up to attend this session on Day 1 at registration desk as lunch will be provided and spaces are limited to 60.

1.45 – 2.45 *Keynote: Bread or Circuses? Cultural Policy and the Cultural and Creative Industries in Developing Countries: A case study of South Africa*

Location: Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Keynote delivered by Prof Jen Snowball, Rhodes University

Response to keynote from Prof Lluís Bonet, University of Barcelona

Introduction by Prof Alan Collins, Nottingham Trent University

2.45 – 3.45 *Plenary Panel One: Repatriation of Cultural Artefacts and Ancestral Remains*

Location: Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Chair: Stacey Campton, Director Ngarara Willim Centre RMIT University.

Panellists:

Assoc Prof Cressida Fforde Australian National University

Ned David, Chair of the Torres Strait Islanders Regional Education Council and Co-chair Australian Federal Government Advisory Committee for Indigenous Repatriation

Prof Darlye Rigney, Dean Indigenous Strategy and Engagement Flinders University

3.45 - 4.00 *Afternoon Tea Break*

Location: Building 80, Level 3 (80.03)

4.00 - 5.00 *Concurrent Paper Presentations: Session Five*

**SESSION 5A: FESTIVALS**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Prof Maria Devesa, University of Valladolid

Cristina Lohmann Couri\*

*Street carnival in Rio: Economic system and its importance to the creative economy of the city*

Maria Devesa\* and Andrea Baez\*

*Understanding the determinants of festival attendees' expenditure: the role of cultural capital*

Guillermo Olivares\*

*Do small creative cities thrive through festivals? A first approach to 'Valdivia (Chile), city of festivals'*

**SESSION 5B: THE ARTS AND WELLBEING**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Luis Cesar Herrero Prieto, University of Valladolid

Luis César Herrero Prieto\*, Ivan Boal and Mafalda Gomez

*Deep rooted culture and economic development: Taking the seven deadly sins for building a wellbeing composite indicator*

Meg Elkins\*, Bronwyn Coate\* and Jane Fry\*

*Breadth of externally and internally orientated arts consumption and well-being*

Shalini Garg\* and Shipra Sharma

*MOOC for people with disabilities in creative industries*

**SESSION 5C: COPYRIGHT**

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Prof Ruth Towse, Bournemouth University

Ruth Towse\*

*Regulating copyright contracts: economics and fair remuneration*

Jai Jeffrey Kim\* and Joo H. Lee

*Entitlement index in cultural products*

Tylor Orme\* and Stephanie Orme

*Semi-legal semi-substitutes: The impact of "let's play" on videogame revenues*

## SESSION 5D: TRADITIONAL ARTS, CRAFTS AND CULTURE

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Prof Kazuko Goto, Setsunan University

Kazuko Goto\*

*How should cultural and economic policies be integrated to stimulate traditional craft? A case study of Japan*

Anna Mignosa, Priyatej Kottipalli and Arjo Klamer\*

*The cultural economist perspective on the crafts*

Sri Rohana Rathnayake\*, Carl Grodach and Paul Donehue

*Does the cultural economy discourse overlook rural craft-economies in the global south?*

## SESSION 5E: CULTURAL DIVERSITY AND GENDER

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Elisabetta Lazzaro, HKU University of the Arts Utrecht

Elisabetta Lazzaro\* and Nathalie Moureau

*Mapping diversity on the contemporary art market*

Jonathan Hendrickx, Heritiana Ranaivoson\*, Miriam van der Burg and Hilde Van den Bulck

*Questioning the link between market structure and content diversity*

Patrik Wikstrom\*, François Moreau and Marc Bourreau

*Acoustic diversity of Western Popular music during a period of digital transformation*



SESSION 5F: CULTURAL CONSUMPTION 2

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Prof Masaki Katsuura, Meijo University

Masaki Katsuura\*, Noriko Hashimoto and Takaharu Araki

*An empirical analysis of cultural demand and the structure of household expenditure*

Mariana Castellani\* and Davi Noboru Nakano

*Cultural consumption determinants in São Paulo*

Enrico Bertacchini\*, Marco Guerzoni, Massimiliano Nuccio

*Sunk cost fallacy and cultural consumption: Evidence from a quasi-experiment with an 'all-you-can-visit' pricing model*

5.00 Adjourn

6.30 - 10.30 *Conference Dinner*  
Birrarung Gallery, Melbourne Museum  
Location: 11 Nicolson Street, Melbourne.

**Friday 29 June 2018**

**Day 3: 20<sup>th</sup> International Conference on Cultural Economics**

Location: Swanston Academic Business (Building 80), Levels 3 and 4, 445 Swanston Street, Melbourne.

8.30 - 9.00     *Registration*

Location: From entering the building off Swanston Street take the escalators to level 3 to find the registration desk located near the escalator exit

9.00 - 10.30     *Concurrent Paper Presentations: Session Six*

**SESSION 6A: VALUING THE ARTS**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Prof Arjo Klamer, Erasmus University

Arjo Klamer\*, Lyudmila Petrova and Dorottya Kiss

*The Value-Based Approach (VBA): An innovative method to evaluate the social and cultural impact*

Georgia Moore\*

*Measuring cultural value: Sector-led metrics driving big data decisions*

Arjo Klamer\* and Youn Sun (Rose) Won\*

*Creative cities require creative commons*

Kim Dunphy and John Smithies\*

*Re-addressing the question of value: A schema of measurable economic outcomes of cultural activity*

**SESSION 6B: NEW BUSINESS MODELS**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Dr Meg Elkins, RMIT University

Víctor Fernández-Blanco, Ana Rodríguez-Álvarez and Aleksandra Wiśniewska\*

*Measuring technical efficiency and marginal costs in the performing arts: The case of the municipal*

Marie Ballarini\*

*Patrons or investors? The hybrid motivation of the new owners of the Château de la Mothe-Chandeniers*

Longfei Li\* and Shilian Shan

*Accurate or fuzzy? On the predicament of internet media spread in the background of artificial intelligence*

Heritiana Ranaivoson\* and Simon Delaere

*Media innovation and business models: The case of 360 video distribution platforms*

## SESSION 6C: DIGITISATION, SOCIAL MEDIA AND TECHNOLOGY

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Prof Lisa Farrell, RMIT University

Pablo De La Vega Suarez\*, Juan Prieto-Rodriguez\*, Sara Suarez-Fernandez and David Boto-Garcia

*Playing a play: Online and live performing arts consumption and the role of supply constraints*

Emma Lind\*, Tom Roar Eikebrokk and Dag Håkon Olsen

*Digitalization in small and micro business in the cultural sector. A case study on perceived benefits and challenges of implementing audience development technology in a collaboration*

Ana Bedate Centeno\* and Celia González-Carballo

*Facebook monitoring metrics: Applications in museology*

Kirsti Hjemdahl\*, Tor Helge Aas, Erik Wästlund, Daniel Nordgard and Elisabeth Drange Tønnessen

*Digital technology implementations within cultural and creative sector*

## SESSION 6D: PARTICIPATION

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Prof Juan Prieto Rodriguez, University of Oviedo

Juan Prieto-Rodriguez\*, Maria Jose Perez-Villadoniga, Sara Suarez-Fernandez\*

*Cultural participation: Art for art's sake or a question of money?*

Olufemi Adetunji\*, Jamie MacKee and Iftekhar Ahmed  
*Participation framework for people-centred cultural heritage management in the digital age: A systematic literature review*

Fenghua Zhang\*  
*Participation in Chinese museums*

Victoria Ateca-Amestoy, Javier Gardeazabal\* and Arantza Ugidos  
*Household expenditure on performing arts: Evidence from a natural experiment in Spain*

#### SESSION 6E: CULTURAL POLICY

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Assoc Prof Katya Johanson, Deakin University

David Ocon\*  
*Culture as a tool for soft diplomacy: The curious case of the ASEAN Cultural Fund and other Northeast Asian interventions in Southeast Asia*

Enrico Bertacchini\* and Federico Revelli  
*Government quality and world heritage in the regions of Europe*

Raymond Ndhlovu\*  
*Efficiency and equity in cultural policy - friends or foes?*

Rui Monteiro\*, Bruno Giesteira, Anne Boddington and Cristina Farinha  
*An overview of “design” public policies: exploring the cases of India, Queensland (Australia) and the European Union*

#### SESSION 6F: CREATIVE ECONOMY

Location: Building 80, Level 3, Room 11 (80.03.11)

Session Chair: Dr Sveta Angelopoulos, RMIT University

Andrej Srakar\*  
*‘Margins and the Arts’: Severe geographic centralization and management of organizations in the arts*

Ashton de Silva\* and Sveta Angelopoulos\*  
*Do creatives nest together?*

Sandy O'Sullivan\*

*Creative Barkly: Mapping creative practice in one of Australia's remotest regions*

Cristina Couri\*, Diego Santos Vieira de Jesus, Diogo Robaina, João Luiz de Figueiredo\* and Matheus de Moura Coutinho

*Creative economy potential index for Brazilian states' capitals*

10.30 – 10.45 *Morning Tea Break*

Location: Building 80, Level 3 (80.03)

10.45 -12.15 *Plenary Panel: The Value of Art*

Location: Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

Panel Chair: Prof Arjo Klamer, Erasmus University

Panellists:

Prof Katy Graddy, Dean International Business School, Brandeis University

Distinguished Prof David Throsby, Macquarie University

Dr Isobel Crombie, Assistant Director, National Gallery of Victoria

Prof Paul Gough, Pro Vice Chancellor Design and Social Context, RMIT University

12.15 – 1.15 *Presidential Address: 'Economics and Cultural Heritage: Old Issues and New Challenges'*

Location: Building 80, Level 2, Room 7 (80.02.07) / Building 80, Level 3, Room 9 (80.03.09)

*Presidential address to be delivered by current ACEI President, Prof Ilde Rizzo University of Catania*

Introduction by Prof Ruth Towse, Bournemouth University

1.15 - 2.45 *Lunch Break* (lunch not provided)

2.45 - 4.15 *Concurrent Paper Presentations: Session Seven*

**SESSION 7A: CREATIVE INDUSTRIES**

Location: Building 80, Level 3, Room 15 (80.03.15)

Session Chair: Dr Marek Prokupek, University of Economics Prague

Yi Wang\*, Greg Hearn and Terry Flew\*

*Cultural and creative industries development in Shenzhen: The role of knowledge exchange between universities and companies*

José Ángel Sanz Lara\*, Ana Bedate Centeno,\* Mariano Durántez Vallejo  
*Financial situation in the European Union audiovisual Sector: A review*

Ji Kim\*

*An exploratory study on the power of media in the U.S. music industry in the post-digital era*

Marek Prokupek\*, Veronika Ptackova and Mario Kubas

*The economics and evaluation of the amateur theatre festivals in the Czech Republic*

**SESSION 7B: THEATRE**

Location: Building 80, Level 4, Room 19 (80.04.19)

Session Chair: Prof Trine Bille, Copenhagen Business School

Dario Gödecke\* and Heike Wetzell

*Theatre demand and government subsidies: An analysis of German Public Theatres*

Seppo Suominen\*

*On the optimal level of theatre subsidies*

Andrea Baldin\*, Trine Bille\*, Raghava Rao Mukkamalua and Ravi Vatrapu  
*The impact of social media activities in theatre demand*

Carlos Casacuberta\*

*Programming and objective function of a publicly owned theatre*

## SESSION 7C: MUSIC

Location: Building 80, Level 5, Room 12 (80.05.12)

Session Chair: Assoc Prof Shane Homan, Monash University

Manuel Cuadrado-Garcia\*, Juan D. Montoro-Pons\* and Pablo González-Casal  
*Spontaneous versus suggested recall of music genres preferences: An exploratory research with young people*

Miyuki Taniguchi\*  
*How does family income influence teenage children's consumption of music?*

Ramadán José Aly Tovar\*  
*Divide and conquer: Price discrimination vs. flat rate in music streaming services*

Benjamin A Morgan\*  
*Algorithms at work in the shaping of musical taste in music recommendation ecosystems*

## SESSION 7D: PIRACY AND CROWDFUNDING

Location: Building 80, Level 3, Room 21 (80.03.21)

Session Chair: Assistant Prof Tylor Orme, Emerson College

Wojciech Hardy\*  
*Brace yourselves, pirates are coming! The long-term effects of Game of Thrones leak on TV viewership*

Tylor Orme\*  
*Perceptions of anti-piracy policy: A survey approach*

Anders Rjkkja and Lluís Bonet\*  
*Crowdfunding cultural projects and public policies logic: Nordic countries versus Spain contexts and trends*

Carolina Dalla Chiesa\*, Christian Handke\* and Alina Pavlova  
*Crowdfunding in the cultural and creative industries: A biblio-thematic analysis*

## SESSION 7E: SOCIETY AND THE ARTS

Location: Building 80, Level 3, Room 19 (80.04.06)

Session Chair: Dr Sarah Sinclair, RMIT University

Meg Elkins\*, Bronwyn Coate\*, Ashton De Silva\* and Mehmet Ozmen\*  
*Valuing the Arts and volunteering in a multicultural creative city: Using contingent valuation to measure general public evaluations and propensity to volunteer for a municipal arts program in the City of Melbourne*

Ieva Zemite\* and Kristine Freiberga\*  
*Entrepreneurial mindset in creative industries as a resource in addressing societal challenges*

Nobuko Kawashima\*  
*Globalization of Japanese food and the problem of counterfeit*

Sarah Sinclair\*, Ashton de Silva\* and Foula Kopanidis  
*Housing as a provider of physical, social and cultural capital in ageing – Conceptualising a measure of value in good design*

4.00 -4.15 *Afternoon Tea Break*  
Location: Building 80, Level 3 (80.03)

4.15 – 5.15 *ACEI General Meeting*  
Location: Building 80, Level 4, Room 11 (80.04.11)

5.15 *Close of Conference*