

AIMAC 2017

Peking University
Beijing, China
June 24th - June 25th

3rd Doctoral Symposium in Arts and Cultural Management



Join us for the third AIMAC conference doctoral workshop in Beijing, China! As the first university in Asia to host AIMAC, we welcome Ph.D students who wish to submit and present their doctoral studies paper. We welcome papers from all over the world! Applicants from a broad range of disciplines and approaches in arts management are encouraged to submit.

The conference will address various sectors of the arts and cultural industries with a management focus (performing arts and festivals, heritage, museums and visual arts, film production and distribution, book publishing, recording, broadcasting, audio-visual media and multimedia, design, etc.). Proposals on all management approaches are welcome: marketing, strategic planning, production, organizational structure and behavior, social media, art consumption and consumer studies, accounting and finance, internet and information systems, cultural policies and public support and so on.

WORKSHOP PROCEEDINGS

The AIMAC 2017 doctoral workshop program will offer talks and presentations from experienced eminent professors who are expert in guiding students through their theses.

During parallel sessions, each participant will be expected to present his/her work for fifteen minutes and address epistemological, methodological or theoretical issues. A 10minute discussion with academic supervisors will follow.

AWARD FOR BEST DOCTORAL PRESENTATION

There will be an award for Best Doctoral Research presentation and paper at the colloquium, which will be announced during the festive dinner ceremony on June 28th 2017. Awards will be made according to the following criteria:



- » Originality, novelty and creativity
- » Clarity of the problem
- » Rigor and appropriateness of the methodological approach to the research question
- » Potential contribution to research in arts and cultural Management
- » Writing style
- » Presentation style
- » Clarity of slides (including ease of reading; lack of visual or verbal clutter)
- » Quality of references

PROPOSAL SUBMISSIONS

Doctoral students wishing to present a paper at the doctoral workshop must submit an application in English focusing on his/her thesis work, detailing its advancement. Points that are raised can be theoretical, methodological and /or empirical. Students may also address issues he/she wishes to discuss during the presentation.

Applications in their 2nd or 3rd year of doctoral study or those whose thesis is already well under way BUT NOT YET FINISHED are particularly encouraged to attend. Academic organizers of the doctoral workshop will select application proposals according to the following criteria:

- » Originality, novelty and creativity
- » Clarity of the problem
- » Rigor and appropriateness of the methodological approach to the research question
- » Potential contribution to research in Management of arts and culture Management
- » Writing style
- » Quality of references



- » Length of 5 pages maximum (see details below)

It must also comply with the rules on form and layout (see below instructions to authors and template for doctoral workshop presentation).

Participants will be selected based on their application and notified of their acceptance. AIMAC 2017 will limit the number of doctoral students to 32 persons. Participants have to pay their entrance fees, which allow them to take part in the AIMAC 2017 conference following the doctoral workshop.

Proposals must be submitted to the email address gysgicb@pku.edu.cn. Deadline for submitting application is **November 31st, 2016**. Ph.Ds will be informed of acceptance by **January 20th, 2017**. Selected Ph.Ds will be requested to deliver their final presentation by **May 15th, 2017**.

For more information contact: gysgicb@pku.edu.cn

INSTRUCTIONS TO AUTHORS



FOR THE 3RD AIMAC DOCTORAL WORKSHOP, 2017

Proposals for the 3rd AIMAC doctoral workshop under the 14th International Conference on Arts and Cultural Management, AIMAC 2017, should follow the guidelines below.

Language

All documents, abstracts and papers should be written in English. The same guidelines apply for oral presentations at the colloquium.

Maximum Length

Proposals, edited in accordance with guidelines, must not exceed 5 pages including references.

Format

Proposal should be submitted in MS Word format

Font

All text, including titles, names and citations, must be in Times New Roman, 11pt.

Structure of the Proposal

The general structure of the paper should be as follows:

- » Title
- » Author name, and full contact (telephone number, e-mail)
- » University, and number of years in doctoral program
- » Thesis supervisor (name, university, e-mail)
- » Half-page maximum summary in English
- » Keywords (up to 5)



- » Propose a specific research question of interest to art and culture management; present preferably a sketch of the theoretical framework, a methodology section and if possible empirical evidence;
- » Offer preliminary findings and elements for discussion;
- » Include the limitations of the research.

Page Layout

Page size should be A4 format (21 x 29.7 cm or 8.27 x 11.69”). Left and right margins: 2.54 cm (or 1.0”). Top and bottom margins: 2.54 cm (or 1.0”). Text must be single-spaced.

Spelling

Please ensure that the spelling of names, terms and abbreviations is consistent in the main body of the text and tables, figures and legends.

References

References should be shown within the text by giving the authors last name followed by a comma and the year of publication or by giving the authors' last name followed by the year of publication in brackets, e.g. (Colbert, 1995). For multiple citations in the same year use a, b, c immediately following the year of publication.

Research books:

- » Bourdieu, P., Johnson, R. 1993. *The Field of Cultural Production: Essays on Art and Literature*. Cambridge: Polity Press.
- » Rentschler, R., 2015 *Arts Governance: People, Passion, Performance*. Oxford: Routledge.
- » Throsby, D. 2001. *Economics and Culture*. Cambridge: Cambridge University Press.



Text books:

- » Chong, D. 2010. *Arts Management*. London: Routledge.
- » Colbert, F. 1995. *Marketing Culture and the Arts*. New York: Wiley.

Journal articles:

- » Taormina, R. J. 2010. "The Art of Leadership: An Evolutionary Perspective", *International Journal of Arts Management*. Vol. 13, No. 1, Fall, pp. 41-55.
- » Ebewo, P., Sirayi, M. 2009. "The Concept of Arts/Cultural Management: A Critical Reflection", *The Journal of Arts Management, Law, and Society*. Vol. 38, No. 4, Winter, pp. 281-295.

Three or more authors:

- » Mayer, V., Banks, M. J., and Caldwell, J. T. (Eds.). 2009. *Production Studies: Cultural Studies of Media Industries*. New York: Routledge.
- » Turbide, J., Laurin, C., Lapierre, L., and Morissette, R. 2008. "Financial Crises in the Arts Sector: Is Governance the Illness or the Cure?" *International Journal of Arts Management*. Vol. 10, No. 2, pp. 4-13.

Article in a book edited by another author:

- » Grinter, R. E., Aoki, P. M., Szymanski, M. H., Thornton, J. D., Woodruff, A., and Hurst, A., 2002. Revisiting the visit: understanding how technology can shape the museum visit. In *Proceedings of the 2002 ACM conference on Computer supported cooperative work*. New York: ACM, pp. 146-155.



TO FACILITATE YOUR APPLICATION PLEASE USE THE TEMPLATE BELOW:

TEMPLATE FOR THE 3rd AIMAC DOCTORAL WORKSHOP

TITLE

Name of author

Tel number

E-mail address

University

Number of years in doctoral programme

Name of Thesis supervisor

Thesis Supervisor University

E-mail of Thesis supervisor

Abstract

150 words, in English on the same page with the title.

[Keywords, up to 5]

Research question

(as appropriate)

Theoretical framework

Methodology

Findings

Discussion



Limitations

Text must start at the left hand margin. Text must be single spaced. Table and figures should be incorporated in the text following reference to them. Sections of the main body of the text should structure around theoretical framework, methodology and empirical evidence.

[References]

References should be shown within the text by giving the authors last name followed by a comma and the year of publication or by giving the authors' last name followed by the year of publication in brackets, e.g. (Colbert, 1995). For multiple citations in the same year use a, b, c immediately following the year of publication.

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[Appendices, where applicable]