

# Arts, Cultural and Creative Industries 2016 Symposium

Turin (Italy) – Sept. 23-24 2016

## CALL FOR PAPERS (1/3)

Over the past 15 years, the International Marketing Trends Conference has welcomed researchers and professionals from more than 72 countries to investigate and discuss the trends in Marketing and Marketing Strategies. In the recent years, Arts, Cultural Goods and Creative Industries have emerged as a key topic of the conference and the idea of creating a dedicated symposium has appeared as a natural move.

We are pleased to invite you to submit a proposal for the **SYMPOSIUM on the Marketing of Arts, Cultural and Creative Industries**, which will take place in Turin (Italy) on **September 23-24 2016**.

The symposium will be focused on **“MARKETING OF ARTS, CULTURAL AND CREATIVE INDUSTRIES IN THE DIGITAL ERA”**.

Please note that, in line with the publication rules of the International Marketing Trends Conference, **the papers are expected to be approx. 10 pages long** and can be written in **English, French, German, Italian or Spanish**. Once received, the papers will be **reviewed by 2 anonymous readers**, both of whom are marketing professors with high academic standards. Due to the high level of selection in order to ensure an outstanding academic level, we expect the number of papers to be limited to a **maximum number of 50 papers** published.

Also note that a **selection of the best conference papers will be considered to be published in the Journal of Marketing Trends (electronic issue), which is indexed in the EBSCO database**. The symposium scientific committee will select papers that will be awarded the **Best Conference Paper Award** and the **Best Ph.D. Paper Award**. All the papers will be published in the conference proceedings on our website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

The deadlines for the paper submission and the symposium registration to the 2016 Conference are indicated hereunder:

- **Call for paper:** March 2016
- **Paper submission:** May 16th 2016
- **Paper acceptance:** June 30th 2016
- **Conference registration:** July-September 2016
- **Conference:** September 23<sup>rd</sup>– 24<sup>th</sup> 2016 (1-½ day)



Piazza San Carlo



Fiat



Mole Antonelliana

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## CALL FOR PAPERS (2/3)

The symposium tracks are the following:

- Consumer Behavior and Experiential Marketing
- Digital Marketing
- Digital Communication
- Big Data and CRM

The key sectors addressed include arts, antiques, advertising, architecture, crafts, design, fashion, jewelery, film, music, museums, art galleries, libraries, music, performing and visual arts, publishing, toys and games, TV and radio, media, restaurants, fine food, wine, luxury tourism and hospitality...

The Scientific Committee, which is chaired by **Professor Jean-Claude ANDREANI** (Professor Marketing Department - ESCP Europe Paris Campus) and **Professor Francesco RATTALINO** (Managing Director & Professor Management Control Department - ESCP Europe Turin Campus), consists of a Conference Board of 5 co-chairs, whose role is to ensure a consistent editorial policy for the symposium and harmonize the decisions taken on the national level. The co-chair of the Arts, Cultural and Creative Industries symposium are:

- **Roger BENNETT** - London Metropolitan University – UK, who published “New Horizons in Nonprofit, Arts and Heritage Marketing.” (with Finola Kerrigan and Daragh O’Reilly [Eds]), Routledge, 2012
- **Dominique BOURGEON-RENAULT** - Université de Bourgogne - France, who published “Marketing de l’Art et de la Culture.”, Editions Dunod, 2014
- **Antonella CARU** - Università Luigi BOCCONI - Italy, who published “Management delle istituzioni culturali.”, Egea, Milano, 2012
- **Manuel CUADRADO** - Universidad de Valencia - Spain, member of the AIMAC, member of the Editorial Board of the International Journal of Arts Management, who published “Marketing de las Artes y la Cultura.”, Valencia 2003
- **Andrea HAUSMANN** – Europa-Universität Viadrina Frankfurt - Germany, who published “Kulturmarketing”, 2. überarbeitete und erweiterte Aufl., Wiesbaden, 2012.



AIMAC The symposium is officially sponsored by AIMAC (International Association of Arts and Cultural Management).

The full papers must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



Museo dell'automobile



Torino Piemonte

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## CALL FOR PAPERS (3/3)

The full papers are expected to be **approx. 20,000-25,000 signs (approx. 10 pages)** long all included (i.e. cover/title page, references, appendix, tables, figures). They can be written in the following languages: **English, French, German, Italian, Portuguese and Spanish.**

In case you are contributing to more than one paper at the conference, please keep in mind that **you cannot be the first author of more than one publication** and should therefore appear as co-author of the other paper. Also note that you will not be allowed to be first author and/or co-author of more than 2 papers.

### Format rules:

- Single spaced throughout
- Times New Roman 12
- A4 page formatting
- Justified
- 2.5cm margins on all sides

### Presentation rules:

- Manuscript file in Word (.doc or .docx)
- For the **reviewing version: NO personal or professional information**
- The first page of the **reviewing version** should be a title page including the title of your manuscript in English and (optional) in paper language
- Immediately after the title, *abstract in English and (optional) in your paper language and key words in English and (optional) in paper language (max 5)*
- For the **final paper (after reviewing process and paper acceptance ONLY): name of authors and co-authors on the front page** - University address - Present position - Telephone number and e-mail address and any *acknowledgment or technical assistance* on the front page
- Use of academic format for formulas, figures and tables

### Paper structure:

- In the final version **ONLY** (not in the reviewing version), on the front page: name of authors and co-authors - University address - Present position - Telephone number and e-mail address – Acknowledgment and/or technical assistance
- Abstract
- Key Words
- Introduction and Objectives
- Research Question
- Conceptual Framework / Literature Review /Research Model
- Method
- Findings
- Discussion
- Conclusion
- Limitations
- Further Research
- Managerial Implications
- Bibliography at the end of the paper (use academic format for references)
- Appendixes after the Bibliography

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## ABOUT TURIN...

**F**ormerly the seat of the Dukes of Savoy, Turin, or *Torino*, is a fascinating city in the Piedmont (Piemonte) region of Italy between the Po River and the foothills of the Alps. Famous for the Shroud of Turin and Fiat auto plants, the city has a lot more to offer. From its Baroque cafes and architecture to its arcaded shopping promenades and museums, Turin is a great city for wandering and exploring. It also makes a good base for discovering the nearby mountains and valleys.



Among the highlights of Turin:

- ❖ **Piazza Castello** and **Palazzo Reale** are at the center of Turin. The square is a pedestrian area with small fountains, ringed by beautiful, grand buildings.
- ❖ **Mole Antonelliana** is often seen as the symbol of Turin. It is a 167 meter tall tower built between 1798 and 1888, which houses an excellent cinema museum. A panoramic lift takes you to the top of the tower for some expansive views of the city.
- ❖ **Palazzo Carignano** is the birthplace of Vittorio Emanuele II in 1820. The Unification of Italy was proclaimed here in 1861.
- ❖ **Piazza San Carlo**, known as the "drawing room of Turin", is a beautiful baroque square

with the twin churches of **San Carlo** and **Santa Cristina**. It is also where the **Museo Egizio**, the third most important Egyptian museum in the world, is housed.

- ❖ Two "Royal Ladies" (Madama means lady) once lived in the 14C-15C **Palazzo Madama**. The palace is now home to the Museo Civico di Arte Antica.
- ❖ The **Shroud of Turin**, or the **Holy Shroud**, is housed in the Turin Cathedral.
- ❖ The **Galleria Civica di Arte Moderna e Contemporanea** (GAM) is dedicated to the evolution of Italian and European art up until the Arte povera movement of the 1960s.
- ❖ The **Vintage Automobile Museum** (MAUTO) has been treated to a makeover under the aegis of François Contino and displays provide a rich multi-sensorial experience.
- ❖ The **Lingotto**, former manufacturing workshop of Fiat, is a masterpiece of 20C industrial architecture. When automobile manufacturing ceased here in 1982, Renzo Piano was entrusted with reconvertng the building. At the top, the Giovanni and Marella Agnelli picture gallery boasts works by Canaletto, Canova and Matisse.

Elegant and historic cafes are everywhere in central Turin. Try a **bicerin**, a local layered drink made with coffee, chocolate, and cream. The Piedmont region also has some of the best food in Italy (cheese, famous wines like Barolo and Barbaresco, truffles...). The chocolate-hazelnut sauce, **gianduja**, is a specialty.

Sources: [www.goitaly.about.com](http://www.goitaly.about.com) –  
[www.travel.michelin.com](http://www.travel.michelin.com)