

AIMAC 2017

Peking University
Beijing, China
June 24th - June 28th

**14th International Conference on
Arts and Cultural Management**

Call for Papers



Jun 21, 2016

Letter for Call for Papers, AIMAC 2017 BEIJING, CHINA

Dear Colleagues:

As one of the most prestigious academic conference in arts and cultural management, AIMAC, the International Association of Arts and Cultural Management, has been held successfully for thirteen times during the last three decades. The 14th International Conference on Arts and Cultural Management (AIMAC 2017) will be hosted by Peking University, Beijing, China from June 25th to 28th, 2017. It is the first time that the conference is held in Asia.

The organizing committee of AIMAC 2017 at School of Arts, Peking University is so honored to have this opportunity to make careful preparation to bring all participants a successful scientific conference and a wonderful experience in Beijing. At present, the website for AIMAC 2017 is available online. You are welcome to find more information about the conference by entering to the web address <http://www.ncrica.org/aimac2017/>.

Should you please find the attached documents for **Call for Papers** for AIMAC 2017 general conference and for the 3rd Doctoral Symposium in Arts and Cultural Management.

Please contact gysgjb@pku.edu.cn for queries.

Yours sincerely

Prof. Dr. LIN Yi

Executive Director, National Center for Research into
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Chair of Organizing Committee, AIMAC 2017 Beijing

School of Art, Peking University

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5 Yiheyuan Road, Haidian District, Beijing, China, 100871



CALL FOR PAPERS, AIMAC 2017 BEIJING, CHINA

As one of the most prestigious academic conference in art and cultural management, AIMAC, the International Association of Arts and Cultural Management, has been held successfully for thirteen times during the last three decades. We are pleased to announce that the 14th International Conference on Arts and Cultural Management (AIMAC 2017) will be hosted by Peking University, Beijing, China from June 25th to 28th, 2017. It is the first time that the conference is held in Asia.

AIMAC conferences address all the dimension of management perspectives and every sector of cultural and creative industries. They have a real international dimension, providing opportunities to share experiences and lessons from dozens of countries, yet where no tradition, linguistic area or geographical area is predominant.

Researchers are invited to submit proposals for paper presentations. The International Journal of Arts Management - the official Journal of AIMAC – will consider with interest submissions made by conference participants in the Journal following the conference.



EXPECTED PAPERS

Proposals from any relevant discipline will be considered, provided they make an original academic contribution to the study of cultural management. This scientific conference will address various sectors of the arts and cultural industries (performing arts and festivals, heritage, museums and visual arts, film production and distribution, book publishing, recording, broadcasting, audio-visual media and multimedia, design, etc.). Papers on all management approaches are welcome: marketing, strategic planning, production, organizational structure and behavior, art consumption and consumer studies, accounting and finance, internet and information systems, cultural policies and public support and so on. Papers from social scientists are also welcome if they focus on management issues.

We are also interested in art and art management talents cultivation, their roles and contributions to arts and cultural industries as a whole. We welcome all kinds of papers that connect academic researches with broader practical and industrial context in this field. Themes include, but are not limited to:

- » Strategic marketing
- » Product and brand management
- » Strategic management and planning
- » Corporate finance strategies
- » Corporate communication strategies
- » Business models
- » Cultural entrepreneurship
- » Organizational behavior
- » Corporate social responsibility
- » Fundraising, patronage and sponsorship
- » Governance
- » Cultural public policies
- » Cultural diversity and management
- » Creative cities and regions
- » Art and management talent cultivation
- » Creative and cultural industries
- » Creativity and innovation
- » Art and cultural consumption
- » Consumer behavior
- » Internationalization
- » Cultural agency for social intervention



INSTRUCTIONS FOR ABSTRACTS

Abstracts for the 14th International Conference on Arts and Cultural Management (AIMAC) should follow the guidelines below. Abstracts must be uploaded, through the conference website, from **September 20th, 2016** and NO LATER THAN **October 31st, 2016**. Authors will be informed of acceptance in **January 2017**. (Website: <http://www.ncrica.org/aimac2017>)

Please follow the instructions bellow.

Language

All documents, abstract and papers should be written in English. So do oral presentations.

Maximum length

All abstracts must be from 1000 and 1500 words (edited in accordance with these guidelines).

Format

Paper should be submitted in MS Word format

Font

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

Structure

- » Title
- » Author (s) name(s)
- » Email address (for each author)
- » Occupation and affiliation of the principal author(s)
- » Brief autobiographical note on the author(s) (50 words)



» **Abstract**

Issue and argument

References

Methodology - agenda and stage of completion of research

Takeaway and results

» **Keywords (up to 5)**

- ❖ Please indicate in which general track you think your paper would fit better.

Page layout

Page size should be A4 format (21 x 29.7 cm). Left and right margins: 2.54 cm; Top and bottom margins: 2.54 cm

Text

All text must start at the left-hand margin and be single-spaced. Insert a single line after title block and author information, with the heading **ABSTRACT** (in bold letters) left aligned. Insert a single line after the **ABSTRACT** heading, followed by the abstract text. Insert a single line after the last abstract text line with the heading **Keywords** (in bold letters) left aligned and give a list of keywords (5 max)

Spelling

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

Tables and Figures

Insert tables and figures in the main body of the text, following the paragraph in which they are first mentioned



INSTRUCTIONS FOR FULL PAPERS

Accepted papers for the 14th International Conference on Arts and Cultural Management (AIMAC) should follow the guidelines below.

Paper should be submitted in MS Word format and should be uploaded through the conference website (<http://www.ncrica.org/aimac2017>) NO LATER THAN **May 15th, 2017**.

Please follow the instructions below.

Maximum Length

All papers must be limited to 6000 words (edited in accordance with these guidelines), including abstracts, figures, tables, references and appendices.

Font

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

Structure of the paper

The general structure of the paper should be as follows:

- » Title
- » Author
- » Occupation and affiliation of the principal author(s)
- » Brief autobiographical note on the author(s) (50 words)
- » Abstract (100 to 150 words)
- » Keywords (up to 5)
- » Conclusion
- » Acknowledgement, where applicable
- » References
- » Appendices, where applicable



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

Follow the title block and author address information with the heading abstract left aligned. Insert a single line after the ABSTRACT heading, followed by an abstract of a maximum of 150 words, followed by a list of up to 5 keywords.

The start of the main body of the paper should be separated from the keyword list by two blank lines. All text must start at the left-hand margin (i.e.: do not indent new paragraphs).

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.

Tables and Figures

Insert tables and figures in the main body of the text, following the paragraph in which they are first mentioned.

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.



TEMPLATE FOR THE 14th AIMAC CONFERENCE

BEIJING, CHINA

TITLE

[Name of principal author(s)]

[Occupation and affiliation of principal author(s)]

[Brief autobiographical note on the author(s) (50 words)]

ABSTRACT

Insert a single line after the ABSTRACT heading, followed by an abstract of a maximum of 150 words, followed by a list of up to 5 keywords. The start of the main body of the paper should be separated from the keyword list by two black lines.

[Keywords, up to 5]

Introduction

Follow the title block and author address information with the heading ABSTRACT left aligned. Insert a single line after the ABSTRACT heading, followed by an abstract of a maximum of 150 words, followed by a list of up to 5 keywords. The start of the main body of the paper should be separated from the keyword list BY TWO BLANK LINES. ALL 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. The sections of the main body of the text must be clear



[Title paragraph 1]

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

[Title paragraph 2]

insert tables and figures in the body of the text, following the paragraph in which they are first mentioned.

[Title paragraph x]

Conclusion

Don't hesitate to contact us if you have any question about the guidelines or template of the paper by email us to gysgicb@pku.edu.cn.

[Acknowledge, where applicable]

[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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- » Rentschler, R., 2015 *Arts Governance: People, Passion, Performance*. Oxford: Routledge.



- » Throsby, D. 2001. *Economics and Culture*. Cambridge: Cambridge University Press.

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[Appendices, where applicable]