



2nd WORKSHOP

ON

MANAGING CULTURAL

ORGANIZATIONS

Chairperson:

PROFESSOR LUCA ZAN

*University of Bologna, Bologna, Italy
School of Economics, Piazza Scaravilli 1
December 13-14, 2004*

PRELIMINARY PROGRAMME

MONDAY, DECEMBER 13, 2004

8:20 – 9:00 *Registration*

9:00 – 9:15 *Welcome*

9:15 – 10:45 **Plenary Session :**

Accounting under multiple rationalities - a study of the Royal Stockholm Philharmonic Orchestra

Brettell Grip Anna-Karin - Linda Portnoff

Managing music organisations. Understanding the economics of aesthetic choices.

Mariani Marcello Maria - Luca Zan

10:45 – 11:15 *Coffee Break*

11:15 – 12:45 **Parallel Session A**

And the band played on: music and the workplace - continuity and change in the British Brass Band movement

El-Sawad Amal - Amal El-Sawad And Joanne Duberley

Developing innovative cultural products: a creative and cultural industry systems view

Seymour Richard - Marylouise Caldwell - Cynthia Webster

Parallel Session B

*Financial performance and social cohesion: a comparison between Royal Opera House (UK) and Teatro dell'Opera di Roma (Italy)***Donato Fabio -**

Measuring museums' social merits: the case of the Museo di Storia Naturale of Novara

Sibilio Barbara - Barbara Sibilio Parri - Maria Laura Tomea Gavazzoli

12:45 – 14:00 *Lunch*

14:00 – 16:15 **Parallel Session A**

Consumer negotiation of the contemporary art market: investigating products and actors
Ahola Eeva-Katri

Social structures and value creation of contemporary art. evidences from Arte Fiera - Bologna

Boari Cristina - Raffaele Corrado

Identity formation of the professional artist: insights into the self-managed process of artistic production

Kosmala Maclullich Katarzyna -

Parallel Session B

Managing the value of ecclesiastic and religious heritage. the experience of some Italian dioceses.

Del Baldo Mara - Del Baldo Katja

Emergence and design reacting to the unexpected. the South Tyrol Museum of Archeology
Frigotto Maria Laura -

Building new representations in a moving organization: the Musée des Arts et Traditions Populaires - Paris

Szendy-El Kurdi Eila

16:15 – 16:45 *Coffee break*

16:45 – 18:15 Plenary Session:

Current trends in governance and management reforms of public cultural institutions and organisations in Europe

Boylan Patrick

The role of the community-based art museum in a large metropolitan area

Torres-Baumgarten Gladys - Pat Kettenring

TUESDAY, DECEMBER 14, 2004

8:30 – 10:00 **PARALLEL SESSION A**

'Selling pooh down the river' - managing brand extensions of iconic literary children's characters with integrity

Booth Elizabeth - Debi Hayes

Social network analysis: a case of Istituzione Biblioteche di Roma

Severino Fabio - Giuseppe Anzera

Parallel Session A

The role of performance measurement systems in museums: the case of Santa Maria della Scala

Magliacani Michela - Angelo Riccaboni

From performance measurement to performance management. a survey within english non-national museums

Nuccio Massimiliano -

10:00 – 10:30 *Coffee break*

10:30 – 12:30 **PARALLEL SESSION A**

New trends in cultural markets: the process of value creation in the Linea d'Ombra case study

Calcagno Monica - Sergio Faccipieri - Elena Rocco

Demonstrating individualism effects in cultural consumption

Caldwell Marylouise - Richard Seymour - Paul Henry

Parallel Session B

Baumol's "suppressed" cost disease and programmatic choices by Flemish subsidised theatres

Werck Kristien - Grinwis, M. And Bruno Heyndels

Management of a theatrical company - between art and market - the case of Byteatern

Duhlin Olle - Lars Lindkvist

12:45 – 14:00 *Lunch*

14:00 – 15:30 **Parallel Session A**

Product creation and product management policies in cultural organizations: "Scrovegni Chapel" case

Crisci Francesco - Elena Bonel, Donata Collodi

Projects as we have never seen them

Lindqvist Katja H.

Parallel Session B

Cultural economics: a critique based on the heritage industry in the UK

Harrison Pegram -

The capital structure of cultural non-profit organisations: theory and u.s. evidence

Jegers Marc - Ilse Verschueren

15:30 – 16:00 *Coffee Break*

16:00 – 17:30 **Plenary Session**

Cultural production and economic renewal and regeneration in Atlantic Canada: the case of cape Breton island

Haiven Larry

Intersectorial action, sustainability, social management and social venture capital. a new way for designing, implementing and financing cultural and arts projects at the international level

Trimarchi Michele - Marco Meneguzzo

17:30- 17:45 **Conclusions**