

- International Conference on Arts and Cultural Management -

aimac 2015

Aix-en-Provence - Marseille
France

26 juin > 1^{er} juillet
June 26th > July 1st





For over 20 years, the AIMAC conference (International Association of Arts and Cultural Management) has brought together the best researchers from all continents. Also opened to practitioners and policy makers, the AIMAC Conference fosters international approaches and testimonies to the benefit of all the scientific community in art and cultural management. Furthermore, the conference supports the first international network of researchers and participates in the publication of the International Journal of Arts Management (IJAM), the leading journal in this field.



PRELIMINARY CALL FOR PAPERS

Researchers are invited to submit proposals for paper presentations. Proposals from any relevant discipline will be considered, provided they make an original academic contribution to the study of arts and 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).

Papers on all management approaches are welcome: marketing, strategic planning, production, organizational behaviour, accounting and finance, information systems, cultural public policies. Contributions from social scientists are also welcome if they focus on management issues.

We are also interested in contributions where arts and cultural issues are managed to achieve public and societal objectives. We welcome any research that utilizes the arts and cultural industries as a context of study for examining broader business research questions. Papers are welcome on all arts and cultural management areas, including:

- » Strategic marketing
- » Fundraising, patronage and sponsorship
- » Consumer behaviour
- » Product and brand management
- » Strategic management and planning
- » Organisational behaviour
- » Governance
- » Corporate social responsibility
- » Corporate finance strategies
- » Corporate communication strategies
- » Cultural entrepreneurship
- » Creative and cultural industries
- » Creativity and innovation
- » Creative cities and regions
- » Business models
- » Cultural diversity and management
- » Internationalisation
- » Cultural agency for social intervention
- » Cultural public policies



INSTRUCTIONS FOR ABSTRACTS

Abstracts for the XIIIth International Conference on Arts and Cultural Management (AIMAC) must follow the guidelines below. Abstracts must be uploaded, through the conference website, from **October 8th, 2014** and NO LATER THAN **November 20th, 2014**. Authors will be informed of acceptance by **February 1st, 2015**.

Simply follow the instructions bellow.

Language

Abstracts and papers can be written in English or in French but oral presentation must be in English.

Maximum length

All abstracts must be limited to 1500 words (edited in accordance with these guidelines).

Format:

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
- » Keywords (up to 5)

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 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



INSTRUCTIONS FOR FULL PAPERS

Accepted papers for the XIIIth 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 **NO LATER THAN May 4th, 2015.**

Simply follow the instructions below.

Language

Papers can be written in English or in French but oral presentation must be in English.

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

To facilitate your work please use the template (below)

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. (Fox, 1994). For multiple citations in the same year use a, b, c immediately following the year of publication.

Books:

- » Benghozi, P-J., Paris, T. (eds.), 2013, Howard Becker et les mondes de l'art. Paris: Ecole Polytechnique.
- » Bourgeon-Renault, D. (coordonnatrice), Debenedetti, S., Gombault, A. et Petr, C. 2009. Marketing de l'Art et de la Culture. Paris: Editions Dunod.
- » Colbert, F. 1995. Marketing Culture and the Arts. New York: Wiley.
- » Evrard, Y. et Busson, Y. 2013. Les industries culturelles et créatives. EMD S.A.S. : Editions Vuibert.
- » O'Reilly, D., Rentschler, R., Kirchner, T. (eds.), 2013. The Routledge Companion to Arts Marketing. London: Routledge.

Journals:

- » Roodhouse, S. 1998. "The Development of Museum Training in the United Kingdom." International Journal of Arts Management, Vol. 1, no 1, pp. 45-56.

Three or more authors:

- » Arnaud, C., Soldo, E., Keramidas, O., "Renewal of territorial Governance through Cultural Events. Case Study of the Cultural Season 'Picasso-Aix 2009', in International Journal of Arts Management, HEC Montréal, AIMAC, volume 15, n°1, pp. 4-17.
- » Soldo, E., Keramidas, O., Arnaud, C. (2013), "De l'événement culturel en régie directe à l'Attractivité Durable du Territoire: Quelles conditions managériales ? ", in International Review of Administrative Science, Vol 79 (4), pp. 779-799.
- » Zukerman, V., Berry, L. and Paterson, A. 1998. "The Nature and Determinants of Customer Experience of Service." Journal of the Academy of Marketing, Vol. 4, n° 5, pp. 1-12.

Article in a book edited by another author:

- » Feist, A. 1997 "Consumption in the Arts and Cultural Industries: Recent Trends in the UK", in Fitzgibbon, M. and Kelly, A. (eds.), From Maestro to Manager: Critical Issues in the Arts and Cultural Management. Dublin : Oak Tree Press, pp.245-267.



TEMPLATE FOR THE XIII AIMAC CONFERENCE IN AIX-EN-PROVENCE, FRANCE

[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

When you have questions about the guidelines or the template, don't hesitate to contact us:
francoise.esteve@univ-amu.fr

[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. (Fox, 1994). For multiple citations in the same year use a, b, c immediately following the year of publication.

Books:

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- » Bourgeon-Renault, D. (coordonnatrice), Debenedetti, S., Gombault, A. et Petr, C. 2009. Marketing de l'Art et de la Culture. Paris: Editions Dunod.
- » Colbert, F. 1995. Marketing Culture and the Arts. New York: Wiley.
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[Appendices, where applicable]