

- International Conference on Arts and Cultural Management -

# aimac 2015

Aix-en-Provence - Marseille  
France

26 juin > 1<sup>er</sup> juillet  
June 26<sup>th</sup> > July 1<sup>st</sup>



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## Doctoral Symposium





After the successful experience of Bogota in 2013, we propose, for the second time, a doctoral workshop to the attention Ph.D students wishing to submit their research for discussion to further improve the quality of their work. We welcome applicants from a broad range of disciplines and approaches.



## WORKSHOP PROCEEDINGS

The AIMAC2015 workshop programme is offering talks and presentations from experienced eminent professors used to guide students through their thesis.

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

Social events will regulate moments of work and fun. An individual prize of 1000 USD (800€) will be awarded for the best work during a festive dinner ceremony on June 27<sup>th</sup>.

### Proposals submission

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

Applications from Ph.D students in their 2<sup>nd</sup> or 3<sup>rd</sup> year or from those whose thesis is already well under way but not yet finalized, are particularly encouraged. Academic organizers for the Doctoral Workshop will carry out the selection of application proposals according to the following criteria:

- » Originality and novelty
- » Clarity
- » Rigor and relevance of the methodological approach to the research question
- » Creativity
- » Quality of bibliographic references
- » Potential contribution to research in Public Management
- » Writing style



**2<sup>nd</sup> Doctoral Symposium in Arts and Cultural Management AIMAC 2015**  
in Aix-Marseille, France from June 26<sup>th</sup> to June 27<sup>th</sup>

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 on the basis of their application and notified of their acceptance. AIMAC 2015 will limit the number of doctoral students to 24 persons. Each participant must have also paid entrance fees, which allow them to take part in the AIMAC 2015 conference following the doctoral workshop.

Deadline for submitting application is **December 15th, 2014**. Ph.Ds will be informed of **acceptance by February 1st, 2015**.

Selected Ph.Ds will be requested to deliver their **final presentation by May 4<sup>th</sup>, 2015**.

For more information contact: [francoise.esteve@univ-amu.fr](mailto:francoise.esteve@univ-amu.fr)

The International Association of Arts and Cultural Management, AIMAC:  
The conference reference in arts and cultural management!



## **INSTRUCTIONS TO AUTHORS FOR THE 2<sup>ND</sup> AIMAC DOCTORAL WORKSHOP**

Proposals for the 2<sup>nd</sup> AIMAC doctoral workshop under the XIII<sup>th</sup> International Conference on Arts and Cultural Management, AIMAC2015, should follow the guidelines below

Paper should be submitted in MS Word format.

### **Language**

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

### **Maximum Length**

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

### **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 name + full contact (telephone number, e-mail).
- » University + Number of years in doctoral programme.
- » Thesis supervisor (name, university, e-mail).
- » Half-page maximum summary in English and / or French; 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.

To facilitate your work please use the template.

### **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. (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'Evènement 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., L. Berry and A. Paterson. 1998. "The Nature and Determinants of Customer Experience of Service." Journal of the Academy of Marketing, Vol. 4, no 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 2<sup>ND</sup> 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

### Summary

Half-page maximum, in English and / or French on the same page than title.

[Keywords, up to 5]

### Research question

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. Sections of the main body of the text should structure around theoretical framework, methodology and empirical evidence.

### Findings and elements for discussion

#### Limitation of the research

#### *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. The reference list should be on a separate page at the end of the paper. References should be single-spaced. Words by a single author should be listed chronologically. References should be in the following format:

#### *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.
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- » 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.
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[Appendices, where applicable]