Friday March 22, 2019

Session 1 – 8:00-9:00 am – Frist A
Victoriano Darias, Moderator

**Local Minimum Content Requirements on Commercial Radio: An Australian Case Study**
Chrissie Vincent
Head of Entertainment Management
Collarts (Australian College of the Arts)

*“You're Tearing Me Apart”: Deconstructing Mise-en-Scène in Rebel Without A Cause*
Jason Lee Guthrie
Assistant Professor
Samford University

Session 2 – 8:00-9:00 am – Frist B
Stan Renard, Moderator

**Immersive Learning: Music Industry Simulation as a Pedagogical Approach**
Jerry Brindisi
Associate Professor and Associate Chair, Business and Entrepreneurship; Coordinator, Music Business BA
Columbia College Chicago

**Drinking from Olivia Pope’s Wine Glass: Fan Communities and the Impact of Parasocial Relationships on Consumption Behaviors**
Morgan M. Bryant
Faculty Fellow, Curb College of Entertainment & Music Business
Belmont University

Janée Burkhalter
Associate Professor of Marketing, Haub School of Business
St. Joseph’s University

Natalie Wood
Associate Dean & Associate Professor of Marketing, Haub School of Business
St. Joseph’s University
Session 3 – 9:15-10:15 am – Frist A
Cheryl Slay, Moderator

The Asian Music Industry
Don Cusic
Professor of Music Business
Belmont University

The Viability of the American Federation of Musicians in the 21st Century
Dick Weissman
Instructor, University of Denver
Associate Professor Emeritus, University of Colorado Denver

Session 4 – 9:15-10:15 am – Frist B
Gloria Green, Moderator

Key Learnings from an International Social Entrepreneurship Collaboration: Songs to Change Our World
Monika Herzig, Indiana University, United States
Kristina Kelman, Queensland University of Technology, Australia
Andrew Krikun, Bergen Community College, United States
Stephen Ralph Matthews, University of Auckland, New Zealand
Yanto Browning, Queensland University of Technology, Australia

Social Entrepreneurship as an Element of the Inbound Marketing Model for Musicians
Hal Weary
Assistant Professor, Department of Music
California State University, Domingue Hills

Session 5 – 9:15-10:15 am – Janet Ayers Room B/D
Michelle Conceison, Moderator

Did you hear “7 Rings” or “My Favorite Things”? Ariana Grande’s Spin on a Classic Rodgers and Hammerstein Song Could Have Lasting Impact on an Iconic Brand and the Bottom Line
Melissa Wald
Associate Professor
Middle Tennessee State University

Streaming Mechanicals and the War on Spotify
Don Gorder
Chair, Music Business/Management Department
Berklee College of Music
Session 6 – 2:45-3:45 pm – Frist A  
Julie Viscardi-Smalley, Moderator  

Teaching Ethics in the Music Industry Curriculum  
Christopher M. Reali  
Assistant Professor of Music (Music Industry)  
Ramapo College of New Jersey  

Jan-Olof Gullö  
Professor in Music Production  
Royal College of Music, Academy of Folk Music, Jazz and Music and Media Production, Stockholm, Sweden.  

Hans Gardemar  
Lecturer in Music Production  
Royal College of Music, Academy of Folk Music, Jazz and Music and Media Production, Stockholm, Sweden.  

Session 7 – 2:45-3:45 pm – Frist B  
Robert Willey, Moderator  

A Strong Wind Could Blow It Over: Understanding the Fragile State of Music Blockchain Development in Contrast to the Antifragile State of Blockchain Tech Generally  
George Howard  
Associate Professor  
Berklee College of Music  

Immersive Experiences: The Future of Live Music and VR  
Jeff Apruzzese  
Assistant Professor/Associate Program Director  
Drexel University  

Session 8 – 2:45-3:45 pm – Janet Ayers Room B/D  
Monika Herzig, Moderator  

What are the Factors in the Artist-Label Relationship that Positively Influence Creative and Commercial Success?  
Rob Cannon  
Program Leader, Arts & Entertainment Management  
Australian Institute of Music  

Teaching Artist Management Virtually Through Stages of the Artist Career  
Terry Tompkins  
Assistant Professor and Coordinator, Music Business  
Hofstra University
Session 9 – 4:00-5:30 pm – Frist A
Wald, Melissa, Moderator

Effective Teaching: Adding Flavor with Kahoot!
Eric Holt
Assistant Professor of Music Business
Belmont University

Amy Smith
Assistant Professor of Music Business
Belmont University

College Rock Music Festivals in India as Industry-Based Education
Kristina Kelman
Lecturer, Music and School of Creative Practice
Queensland University of Technology

David Cashman
Associate Professor of Contemporary Music
Southern Cross University

Utilizing Active Learning and Backwards Design to Articulate Learning Outcomes and Maximize Student Learning: An Integrating Model of Formative and Summative Assessment
Joseph (Joe) Miglio
Associate Professor, Music Business/Management
Berklee College of Music

Session 10 – 4:00-5:30 pm – Frist B
Scott LeGere, Moderator

“Second Verse, Same as the First?” An Examination of the Evolution of Entertainment Management Academics
Andy Gillentine
Professor, Sport and Entertainment Management
University of South Carolina

Armen Shaomian
Associate Professor, Sport and Entertainment Management
University of South Carolina

Redefining the Role of the Sound Engineer: Applying the Theories of Cage, Schafer, and Lomax Towards Establishing a Critical Cultural Approach to Sound Engineering
Jonathan P. Pluskota
Assistant Professor
University of Southern Mississippi

Black Box Royalties are Coming: Courtesy of the MMA
John Simson
Executive in Residence and Program Director, Business & Entertainment, Kogod School of Business
American University
Saturday March 23, 2019

Session 11 – 9:15-10:15 am – Frist A
Stan Renard, Moderator

Mechanical Licensing Before and After the Musical Works Modernization Act
Serona Elton
Associate Professor, Interim Associate Dean of Administration, and Director of the Music Business and Entertainment Industries Program
University of Miami, Frost School of Music

Vincent Peppe
Lecturer
Belmont University

Session 12 – 9:15-10:15 am – Frist B
Christopher Reali, Moderator

New York 5 to 9: Studying the City That Never Sleeps
Mehmet Dede
Assistant Professor of Music Industry
The Hartt School at the University of Hartford

Engaging Students in the Advancement of a Music Economy: A Case Study
Storm Gloor
Associate Professor, Music and Entertainment Industry Studies
University of Colorado Denver

Session 13 – 9:15-10:15 am – Janet Ayers Room B/D
Keith Hatschek, Moderator

The Development of the Artist-Fan Engagement Model
Sarita M. Stewart
Associate Professor
Belmont University

Constructing Credibility: How Aggrandizement Helps Perform an Identity of Legitimacy and Self-Worth in a Creative Industry
David Schreiber
Chair and Assistant Professor of Entertainment Industry Studies
Belmont University

Alison Rieple
Professor of Management & Marketing
University of Westminster (UK)
Session 14 – 10:30-11:30 am – Frist A
Misty Jones, Moderator

What they Post, Where they Post and When they Post It: A Content Analysis of Social Media Use of the Top 50 Artists in 2018
Ulf Oesterle
Assistant Professor, Bandier Program
Syracuse University

Using Movies to Teach Music Business
Clyde Philip Rolston
Professor, Curb College of Entertainment and Music Business
Belmont University

Session 15 – 10:30-11:30 am – Frist B
Don Gorder, Moderator

Composing Copyright: Music and Image in American Intellectual Property Law
Jason Lee Guthrie
Assistant Professor
Samford University

Technological Disruption and Music Copyright
Victoriano Darias
Director of Academic Affairs
Berklee Valencia

Session 16 – 10:30-11:30 am – Janet Ayers Room B/D
Shawn David Young, Moderator

Teaching Digital Marketing and Social Media Strategy for the Entertainment Industry
Justin Sinkovich
Associate Professor and Masters of Arts Management Graduate Program Director
Columbia College Chicago

How Marketing Professionals Use and Staff Social Media Efforts in Entertainment Venues
Philip Rothschild
Associate Professor of Entertainment Management
Missouri State University
Session 17 – 2:45-3:45 pm – Frist A
Armen Shaomian, Moderator

**Staying Relevant: How a Radio Behemoth Has Weathered the Storms of Change to Survive in the New Media Market of the 21st Century**
Kim L. Wangler
Director of Music Industry Studies
Appalachian State University

**Lessons Learned from the Master of Space and Time: Leon Russell**
Andy Gillentine
Professor of Sport & Entertainment Management
University of South Carolina

Session 18 – 2:45-3:45 pm – Frist B
Chrissie Vincent, Moderator

**Now Available on Cassette—Again: Record Retailer Experiences of Current Cassette Tape Sales**
Waleed Rashidi
Assistant Professor
California State University, Fullerton

**Beyond the Grave: Variables Contributing to Increased Music Consumption after an Artist’s Death**
Stan Renard
Assistant Professor of Music Marketing
The University of Texas at San Antonio

Richard T. Gretz
Associate Professor of Marketing
The University of Texas at San Antonio

Session 19 – 2:45-3:45 pm – Janet Ayers Room B/D
Carl Anderson, Moderator

**Sweetwater Sound: The WHY, HOW, and WHAT Behind the Success**
Robert Willey
Associate Professor of Music Media Production and Industry

**How the Drop Changed Pop: The Influence of Dubstep in Modern Pop Song Form and Production**
Misty Jones Simpson
Assistant Professor, Audio Production
Middle Tennessee State University