

**Analytics for Management and Economics Conference 2020**  
2 and 9 December 2020



Dear colleagues!

The St. Petersburg School of Economics and Management, National Research University Higher School of Economics invites you to participate in «**Analytics in Arts and Culture Management**» panel of Analytics for Management and Economics Conference.

The track Analytics in Arts and Culture Management is designed to bring together researchers and PhD students to debate the current trends in the arts and culture sectors. Recently, researchers have shown an increased interest in the arts and culture sectors. However, despite a considerable amount of literature published on the arts and culture sectors, it is still not a well-studied phenomenon. Much uncertainty still exists about the mechanisms of development and transformation of the art and culture ecosystem, stakeholders' interconnection, the role of art and culture in place management and regional development, etc. It is essential not only to study these topics but also to relieve the critical need for data with modern analysis methods such as Text Mining, Social Network Analysis, QCA, etc. Filling these gaps, employing modern approaches and analytical instruments, understanding the nature and mechanisms of the Arts and Culture sectors as a whole and as separate entities become especially topical in the current context, when museums, theatres, creative spaces, and art projects face multiple challenges.

These include new patterns of customers' behaviour, digitalization, increasing direct and indirect competition, and the necessity to contribute to the development of territories. Additionally, organizations of the Arts and Culture sector are being pressured to quickly transform their concepts, business models, and representation mechanisms due to the coronavirus crisis. In this context, the track aims to attract research-oriented scholars for knowledge sharing on the state of modern academic discussion in the area of the arts and culture management.

The COVID-19 pandemic has made the changes to the usual conference format; this year conference will be held online via Zoom. Preliminary session schedule is available below. We kindly ask to register [here](#).

To avoid and prevent any delays, participants should join the Zoom session at least 5 minutes prior to the session. Presenters should join the session at least 10 minutes prior to the session.

If you have any questions or concerns, please, contact us at [trabskaya@hse.ru](mailto:trabskaya@hse.ru) or [amec@hse.ru](mailto:amec@hse.ru) any time.

**Preliminary Schedule**  
**Analytics in Arts and Culture Management**  
December 2, 2020

Time	Paper
13:00 – 15:30 (GMT+3) Opening Session Session chair: Julia Trabskaya	<i>Welcome and keynote speech</i> Place Branding Imaginative Communities <b>Robert Govers</b> visiting scholar at Rotterdam School of Management, the Netherlands; Loughborough University London Campus; IULM University Milano, Italy
	Between repugnance and desire: disturbing subjects in the photography auction market <b>Ciara Paolino</b> Università Cattolica del Sacro Cuore, Milano, Italy
	Impact of Major City Event on Revisit Intention of Museum Visitors using SEM and Conditional Inference Tree Modelling: Case of Long Night of Museums at Saint Petersburg <b>Aleksey Gorgadze, Anastasia Sinitsina and Julia Trabskaia</b> National Research University Higher School of Economics, S t. Petersburg Tartu University, Estonia
15:30 – 15:50	Break
15:50 – 18:20 (GMT+3) Session chair: Julia Trabskaya	The Influence of Social Interactions through Online Media Platforms on Destinations' Brand Awareness <b>Alicia Adriani and Aleksei Gorgadze</b> National Research University Higher School of Economics, St. Petersburg
	«Landscape and Cultural Park «Golubino» and the local community» <b>Anna Klepikovskaya</b> Business Development, Park «Golubino»
	Creative Career Pathways: Benefits and Obstacles <b>Elena Elkanova</b> National Research University Higher School of Economics, St. Petersburg
	Transformation of Educational Museum Activities in the Conditions of Development of Online Technologies <b>Irina Sizova</b> National Research University Higher School of Economics, St. Petersburg
	Excursion Groups Flows Forecasting Based on Modified Random Forest <b>Azamat Aslakhonov and Ekaterina Pavlova</b> National Research University Higher School of Economics, Moscow

**Preliminary Schedule**  
**Analytics in Arts and Culture Management**  
December 9, 2020

Time	Paper
13:00 – 15:00 (GMT+3) Session chair: Julia Trabskaya	Place Brand Management in Practice <b>Martin Boisen</b> Utrecht University, Utrecht, Netherlands
	Conceptual Development of the Place Marketing and Place Branding Scientific Discipline <b>Kirill Rozkov</b> National Research University Higher School of Economics, Moscow
	View from outside. Perspectives and challenges of the heritage object management seen by humanities expert. The experience of Scholss Fall manor (Keila-Joa, Estonia) <b>Aleksey Kraikovski</b> National Research University Higher School of Economics, St. Petersburg, University of Padova
15:00 – 15:20	Break
15:20 – 16.50 (GMT+3) Session chair: Julia Trabskaya	Management of New Format Cultural Events: From On-Line To Off-Line <b>Nadezhda Poroshina and Aleksei Gorgadze</b> National Research University Higher School of Economics, St. Petersburg
	Limitations and Opportunities of Big Data Application for Tourist Flow Volume and Structure Analysis <b>Mikhail Degtyarev</b> National Research University Higher School of Economics, Moscow
	Developing Culinary Nation Branding strategy: A case of Vietnamese cuisine in Russia <b>Pham My Linh</b> National Research University Higher School of Economics, St. Petersburg
	Marketing Collaborations as an Instrument of the Museum Cluster Sustainability <b>Anastasia Polomarchuk</b> National Research University Higher School of Economics, St. Petersburg
16:50 – 17:00	Break
17:00 – 18:30 (GMT+3) Session chair: Julia Trabskaya	Strategies for the Art Tourism Development on the Example of the City of Saint Petersburg <b>Polina Shtanko</b> National Research University Higher School of Economics, St. Petersburg
	Muslim Friendly Tourism Promotion In Kazan: Official Destination Website And Reality <b>Polina Kamenskaya and Yana Shokola</b> National Research University Higher School of Economics, St. Petersburg
	Identity-based Tourist Umbrella Place Brand. Case of the Hanseatic League cities <b>Anastasia Polomarchuk and Daria Bezhko</b> National Research University Higher School of Economics, St. Petersburg
	Developing the Strategy of Wine Festivals' Promotion <b>Malygina Olga and Belyakova Natalia</b> National Research University Higher School of Economics, St. Petersburg