

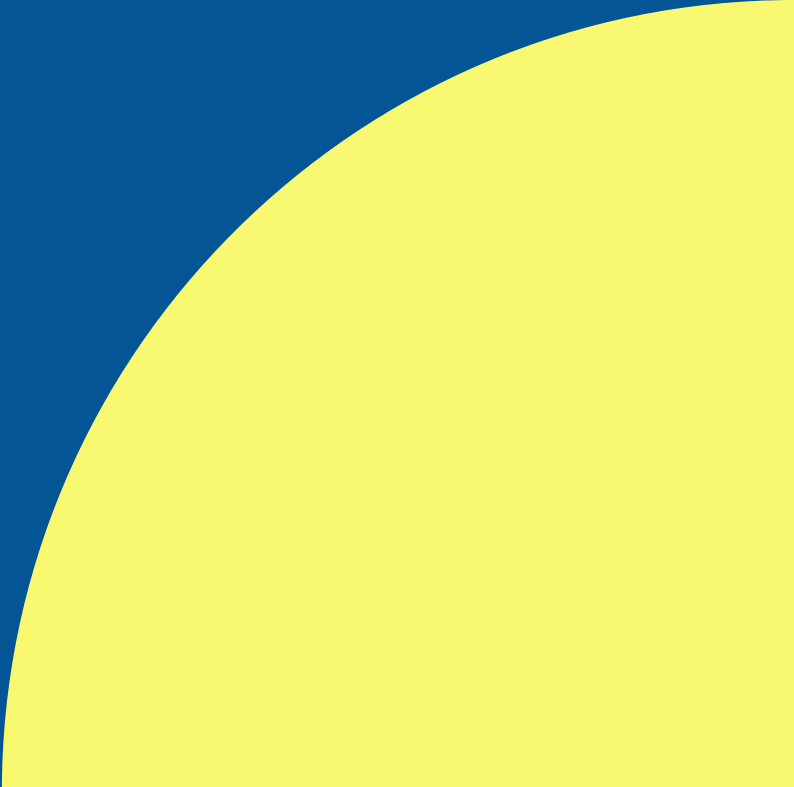


# ANALYTICS FOR MANAGEMENT AND ECONOMICS CONFERENCE

DECEMBER 2 & 9, 2020



## ANALYTICS IN ARTS AND CULTURE MANAGEMENT



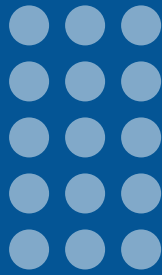
The St. Petersburg School of Economics and Management, National Research University Higher School of Economics invites you to participate in “Analytics in Arts and Culture Management” panel of Analytics for Management and Economics Conference.

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.



**ANALYTICS IN ARTS AND CULTURE MANAGEMENT**

# ANALYTICS IN ARTS AND CULTURE MANAGEMENT



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.

**13:00 - 15:30      Opening Session**  
**(GMT+3)**

**Welcome and keynote speech:**  
**Arts and Culture Marketing, a value co-creation within**  
**Systems perspective**

Norberto Muñiz Martínez  
Universidad de León, Leon, Spain

**Between repugnance and desire: disturbing subjects in**  
**the photography auction market**

Ciara Paolino  
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**

Aleksei Gorgadze, Anastasia Sinitsina, Julia Trabskaya  
HSE University, St. Petersburg  
Tartu University, Estonia

**15:30- 15:50 - Break**

**15:50 - 18:20**  
**(GMT+3)**

**The Influence of Social Interactions through Online**  
**Media Platforms on Destinations' Brand Awareness**

Alicia Adriani, Aleksei Gorgadze  
HSE University, St. Petersburg

**Landscape and Cultural Park "Golubino" and the**  
**local community**

Anna Klepikovskaya  
Business Development, Park "Golubino"

**Creative Career Pathways: Benefits and Obstacles**

Elena Elkanova  
HSE University, St. Petersburg

**Transformation of Educational Museum Activities in**  
**the Conditions of Development of Online**  
**Technologies**

Irina Sizova  
HSE University, St. Petersburg

**DECEMBER 2**

**Session chair: Julia Trabskaya**



**13:00 - 15:00**  
**(GMT+3)**

**Place Brand Management in Practice**

Martin Boisen  
Utrecht University, Utrecht, Netherland

**Conceptual Development of the Place Marketing and Place Branding Scientific Discipline**

Kirill Rozkov  
HSE University, Moscow

**The Interactive Methods in The Open-Air Museums**

Ekaterina Shestakova  
HSE University, 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)**

Aleksey Kraikovski  
HSE University, St. Petersburg  
University of Padova, Padova, Italy

**15:00- 15:20 - Break**

**15:20 - 16:50**  
**(GMT+3)**

**Limitations and Opportunities of Big Data Application for Tourist Flow: Volume and Structure Analysis**

Mikhail Degtyarev  
HSE University, Moscow

**Developing Culinary Nation Branding strategy: A case of Vietnamese cuisine in Russia**

Pham My Linh  
HSE University, St. Petersburg

**Muslim Friendly Tourism Promotion In Kazan: Official Destination Website And Reality**

Polina Kamenskaya, Yana Shokola  
HSE University, St. Petersburg

**Marketing Collaborations as an Instrument of the Museum Cluster Sustainability**

Anastasia Polomarchuk  
HSE University, St. Petersburg

**17:00 - 18:30  
(GMT+3)**

**Strategies for the Art Tourism Development on the Example of the City of Saint Petersburg**

Polina Shtanko  
HSE University, St. Petersburg

**Management Of New Format Cultural Events: From On-Line To Off-Line**

Nadezhda Poroshina, Aleksei Gorgadze  
HSE University, St. Petersburg

**Identity-based Tourist Umbrella Place Brand. Case of the Hanseatic League cities**

Anastasia Polomarchuk, Daria Bezhko  
HSE University, St. Petersburg

**Developing the Strategy of Wine Festivals' Promotion**

Malygina Olga, Belyakova Natalia  
HSE University, St. Petersburg

**DECEMBER 9**

Session chairs: Julia Trabskaya  
Aleksei Gorgadze