

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, PhD candidates and master students to debate the current trends in the arts and culture sectors.

The past thirty years have seen increasingly rapid advances in the field of arts and culture sectors studies. However, despite a considerable amount of literature published on the arts and culture sectors, it is still not a well-studied phenomenon. Last years arts and culture organizations face multiple challenges and profound transformations. These include new patterns of customers' behavior, digitalization, increasing direct and indirect competition. Additionally, organizations of the Arts and Culture sector are being pressured to transform their concepts, strategies, mechanism of collaborations, approaches to communications with audience due to the coronavirus crisis. In this context, literature has emerged that offers contradictory findings about mechanisms of art and culture ecosystem transformation, visitors' behavior, business model innovation and value creation in arts and culture, applying modern analysis methods such as Text Mining, Social Network Analysis, QCA, etc. Overall, the track aims to provide platform for knowledge sharing on the state of modern academic discussion in the arts and culture.

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

Track is organized under support by Vladimir Potanin Foundation grant

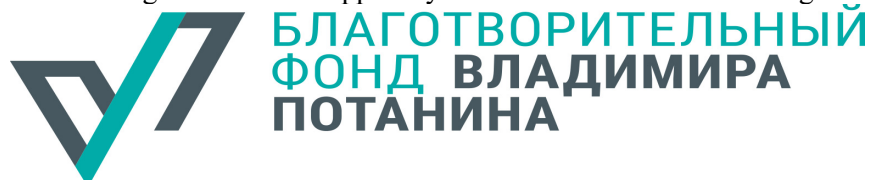


**БЛАГОТВОРИТЕЛЬНЫЙ  
ФОНД ВЛАДИМИРА  
ПОТАНИНА**

**Preliminary Schedule**  
**Analytics in Arts and Culture Management**  
November 10, 2021

Time	Paper
14:30 – 16:10 (GMT+3) Opening Session Session chair: Julia Trabskaya	Welcome speech <b>Iuliia Trabskaya</b> Chair of the Track, National Research University Higher School of Economics, S Petersburg; School of Economics and Business Administration, University of Tartu (Estonia)
	Key-note presentation Watching “The O.C.” while listening to “The Eels”: the rise of an interstitial issue field between Indie Music and Quality TV in the US <b>Chiara Paolino</b> Faculty of Economics, Universita Cattolica del Sacro Cuore Università Cattolica del Sacro Cuore, Milano, Italy
	Key-note presentation <b>Marie Towner</b> Management of Culture and Culture of Management, School of Economics ad Business Administration, University of Tartu (Estonia)/USA
	Key-note presentation Modern Trends in Tourism in Pandemic Period <b>Ekaterina Shestakova</b> National Research University Higher School of Economics, Director of Master Programme Experience Economy: Museum and Event Management Perm
16:15– 16:30	Break
16:30– 17:50 (GMT+3) Session chair: Julia Trabskaya	Multifunctionality as new step in art space <b>Anastasia Sinitsyna, Mina Di Marino, Tiitu Paas</b> National Research University Higher School of Economics, S Petersburg University of Tartu (Estonia)/Norwegian University of Life Sciences
	The Role of a Cultural Heritage Management in Shaping a City Identity <b>Hailati Akhemaydeer, Zhao Zilin</b> National Research University Higher School of Economics, S. Petersburg
	Promotion as an Element of the Business Models in the Arts and Culture Segment: Case of State and Non-State Museums in St. Petersburg <b>Ksenia Selyankina, Alexei Gorgadze</b> National Research University Higher School of Economics, S. Petersburg

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**Preliminary Schedule**  
**Analytics in Arts and Culture Management**  
November 17, 2021

Time	Paper
14:30 – 16:10 (GMT+3) Session chair: Anastasia Sinitsyna	Welcome speech <b>Anastasia Sinitsyna</b> Co-chair of the Track, National Research University Higher School of Economics, S Petersburg; School of Economics and Business Administration, University of Tartu (Estonia)
	Key-note presentation Natural language processing of the negative hotel guests online reviews for services improvement in the hospitality business <b>Sergey Kazakov</b> National Research University Higher School of Economics, Head of Master Programme
	Key-note presentation NFT as new trend in art market <b>Sofia Grigoreva</b> Deputy Chief, Faberge Museum, S. Petersburg
	Key-note presentation Artification beyond luxury: Evidence from Russian brand-and-artist collaborations <b>Elena Zelenskaya</b> National Research University Higher School of Economics
16:15 – 16:30	Break
16:30 – 18:20 (GMT+3) Session chair: Anastasia Sinitsyna	Visitors' Experience Dimensions' Influence on Satisfaction Level in St. Petersburg Museums: User Generated Content Analysis <b>Ivan Burkov, Alexei Gorgadze</b> National Research University Higher School of Economics, S. Petersburg
	Management of Visitor Retention to Contemporary Art museums in St. Petersburg Based on Visitor Satisfaction Analysis <b>Nikita Tryapkin</b> National Research University Higher School of Economics, S. Petersburg
	From Methods and approaches review to new innovation clusters management paradigm <b>Aibek Tursunov</b> National Research University Higher School of Economics, S. Petersburg
	Theater Ecosystem Management on a Micro-level: the Case of the New Stage of Alexandrinsky Theater <b>Nikita Andreev, Irina Ilicheva, Alexei Gorgardze</b> National Research University Higher School of Economics, S. Petersburg
	Promotion of local cultural attractions using digital marketing tools <b>Anna Ivanova, Ksenia Kuzmina</b> National Research University Higher School of Economics, S. Petersburg

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