

International Music Business Research Days 2026

Young Scholar's Workshop



myt Hochschule
für Musik und Theater
München

Location

Rooms 4.16 and 4.17

[Haus G](#)

Gasteig HP8

Hans-Preißinger-Straße 6

81379 Munich, Germany

Program

9th of September 2026 – Young Scholars' Workshop

Welcome

10-10.30 am, 4.16

IMBRA President – *Guy Morrow (University of Melbourne)*

YSW organisers – *Peter Tschmuck (University of Vienna), Carsten Winter (Hanover University of Music, Drama and Media)*

Conference host – *Nicolas Ruth (University of Music and Theatre Munich)*

Track 1

10.30 am - 12.45 pm, 4.16

Organizing Fan Engagement through Truth Contestation - Relational Organizationality in Digital Music Fandom

Meike Joseph (European University Viadrina Frankfurt)

Mentor: Paul Muller

Exploring the Career Development and Entrepreneurial Pathways of Contemporary young Chinese music professional
Yingnuan Zhuang (China Conservatory of Music, Department of Arts Management)

Mentor: Fábio Sabetta Morales

The Voice as a Caste Body: How the Construction of Vocal Purity in South Indian Music Has Doubly Marginalised Dalit Women, and How Contemporary Performers Are Reclaiming Sonic Space
Apurva Ward (University of Westminster)

Mentor: Guy Morrow

Track 2

10.30 am - 12.45 pm, 4.17

Educating the Musician-Entrepreneur: Neoliberal Subject Formation in Higher Music Education

Yutong Zheng (Independent Scholar)

Mentor: Carsten Winter

Agency Festivals: How classical music festivals can foster social participation and reshape their role in the music ecosystem
Hanni Liang (Hanover University of Music, Drama and Media)

Mentor: Erik Hitters

Frictions of Travelling Policies: Translating and Instrumentalizing UNESCO Frameworks through Lived Experiences in Malaysia's Multicultural Music Sector

Nadine Perreo (Belmont University)

Mentor: Carsten Winter

Lunch break

12.45 pm - 2 pm

Track 3

2 pm - 3.30 pm, 4.16

User Perception of AI-generated Music
David Stammer (Technische Universität Wien)
Mentor: Dennis Collopy

Working-Class Access and Artificial Intelligence in the
UK Music Industry
Samuel Williams (Goldsmiths, University of London)
Mentor: Peter Tschmuck

Track 4

2 pm - 3.30 pm, 4.17

Innovation of a Format to Attract new Visitor Groups
to Germany's Concert Halls
*Marie Schürmann (University of Music and
Performing Arts Vienna)*
Mentor: Paul Muller

Mapping Gender in a Regional Music Scene: A New
Methodological Approach
*Grace Goodwin (University of Liverpool/ Institute of
Popular Music)*
Mentor: Falina Enriquez

Get together

Optional, from 6 pm, (location tba.), at participants' own expense

Effective 01/09/2026