

International Music Business Research Days 2026

Music & Entrepreneurship



myt Hochschule
für Musik und Theater
München

Location

[Gasteig HP8](#)

Hans-Preißinger-Straße 8
81379 Munich, Germany

Program

This conference is dedicated to the loving memory of Magdaléna Tschmuck 1977 – 2026

9th of September 2026 – Young Scholars' Workshop

The Young Scholars' Workshop, featuring MA and PhD students, will be held as part of the 17th IMBRD on **Wednesday, 9 September 2026** in rooms 4.16 and 4.17, [Haus G](#), Gasteig HP8.

This day is for selected young scholars and their mentors.

10th of September 2026 – Academic Conference Day

Rooms: Projektor (ground floor) & CAB (first floor), Gasteig HP8/Isarphilharmonie

Welcome

9-9.15 am, Projektor

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

HMTM Research Dean - *Friedrich Geiger (University of Music and Theatre Munich)*

Conference Host - *Nicolas Ruth (University of Music and Theatre Munich)*

Keynote

9.15-10.15 am, Projektor

From Reluctance to Resignation?

Revisiting Music and Entrepreneurship in the Platformised Era

Jo Haynes (University of Bristol)

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10.15-11.15 am, Projektor

Teaching Entrepreneurship in the Global Creative Industries

Alex Timewell (University of Leeds)

Governing Logics and Entrepreneurialism in the UK Classical Music Industry

Stewart Campbell (University of York)

The Future of Music Entrepreneurship: Re-thinking entrepreneurialism in music through a UK regional funding programme perspective

Mathew Flynn, Richard Anderson (University of Liverpool)

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10.15-11.15 am, CAB

The dark side of music entrepreneurship: Artist-to-manager bullying

Guy Morrow (University of Melbourne)

The Amateur, the Headliner and the Zombie: How Entrepreneurial Practices Reshape the Boundaries of Musical Work

Léna Lozano (Live DMA)

From Piano Training to Music Entrepreneurship: Project-Based Practice, Digital Artist

Communication, and Career Self-Management

Xiaoyue Yan (Guangzhou College of Applied Science and Technology) - [online](#)

Music & Entrepreneurship

11.30 am - 12.30 pm, Projektor

Young Music Entrepreneurs Navigating the Dark Side of Music and Mass Media: Experiences with Corruption, Contract Exploitation, and Media Bias in Ghana

Benjamin Oduro Arhin Jnr (University of Education, Winneba)

A Longitudinal Analysis of Equity-Granting Incubation for Artist Entrepreneurs

Charlie Wall-Andrews, Toronto Metropolitan University

The Licensing Opportunity: Business Model Innovation as Path to Music-Games Sector Growth

Sabine Jacques (University of Liverpool)

Music, Entrepreneurship & Platformization

11.30 am - 12.30 pm, CAB

From Curation to Creation: How does Artistic Programming Become a Form of Entrepreneurship? Evidence from the Orquestra Simfònica del Vallès

Juan González-Castelao Martínez-Peñuela (Universidad Internacional de La Rioja)

Mind the Gap! The Artist-Fan connection

József Szarka (Budapest University of Technology and Economics)

Platformizing Musical Expertise: Personal Branding among Music Review Influencers on Bilibili

Qianyu Wang, Wenjun Fan (University of Leeds)

Lunch break

Keynote

1.30-2.30 am, Projektor

Musical entrepreneurs and the cultural politics of inequality in northeastern Brazil.

Falina Enriquez (University of Wisconsin-Madison)

Music, AI & Tech

2.30 pm - 3.50 pm, Projektor

The PLAYING G.A.I.M.E.s Project: A Scalable Audit for Generative AI Music Engines

Denis Guilhot (BMAT Music Innovators)

Live Music

2.30 pm - 3.50 pm, CAB

From social media attitudes to behavioral intentions in music festivals: the role of eWOMU, festival image, trust, personal involvement and social connection.

Haydeé Calderón-García (University of Valencia, Institute of International Economics), Berta Tubillejas-

From Music Licensing to Creative Industries
Infrastructure: Transparency, AI Training and the
Future of Rights Markets
Rachael Drury (University of Liverpool)

Afterlives of popular music: conceptualizing the music
franchise in the contemporary era
*Chris Anderton & Patryk Galuszka (Southampton
Solent University)*

AI Singers, Technological Frameworks, and the
Legal-Ethical Challenges in the China's Popular
Music Industry
*Yingzixuan Zhang, Zhian Zhao (Communication
University of China)*

*Andrés (University of Valencia, Institute of
International Economics), Yacine Ouazzani
(Universitat Autònoma de Barcelona), Karen Martinez
(Autonomous University of the Caribbean), and Marta
Rovveder de Oliveira (Federal University of Santa
Maria)*

Who Gets Seen? Gender Representation in German
Charts and Festival Stages, 2014–2024
Nina Himmelreich (University of Liverpool)

Just Around the Corner? A study on the development
of informal live music venues
*Martijn Mulder, Erik Hitters (Erasmus University
Rotterdam)*

'TEA PARTY: revolution in Wonderland'
Peter Spaepen (Royal Conservatory Brussels)

Music Ecosystems

4 pm - 5.20 pm, Projektor

Beyond the Music City: Introducing the Westminster
Music Cities Framework for Music Ecosystem
Analysis, Policy and Planning
Julia Toppin (University of Westminster) - [online](#)

Mapping the Sound of the Future: A Taxonomy of
Music Techs in the Brazilian Music Ecosystem
Renan Vital (Independent researcher)

Music Ecosystem Entrepreneurship: New Challenges
and Opportunities of the Professionalization of Young
Professionals
*Carsten Winter (Hanover University of Music, Drama
and Media)*

Structural Challenges and Opportunities in Emerging
MusicTech Ecosystems: An Empirical Diagnosis of
the Brazilian Scenario

Independent Music Business Research

4 pm - 5.20 pm, CAB

Music as a mediating practice for knowledge transfer
in sustainable heritage tourism
*Berta Tubillejas-Andrés, Amparo Cervera-Taulet
(University of Valencia)*

From Visibility to Livelihood: Digital Music Practices
and Informal Income Generation among International
Students from Conflict-Affected Regions
Lurong Yang (Guangzhou University)

Informal Workplace Cultures as Sites of Power
Reproduction and Exclusion Mechanisms
Marjan Wynia (Groningen University)

From DIY to AI: Authenticity as a New Source of
Value for Independent Musicians - The Case of
Poland.

*Fabio Sabetta-Morales, Daniel Capaldo Amaral,
Savio Aleixo (University of São Paulo)*

*Bartosz Chlebowski (Poznań University of Economics
and Business)*

General Assembly

5.30 pm - 7 pm, Projektor

Conference Dinner

From 7.30 pm, Zum Flaucher Beer Garden ([Isarauen 8](#)) – at participants' own expense

11th of September 2026 – Industry Day

Room: Projektor, Gasteig HP8/Isarphilharmonie

Politics and economic systems for entrepreneurship

9-10.30 am

Music entrepreneurship from an innovation lab and entrepreneurship center perspective
Wavelab, Silvia Taschner

Music entrepreneurship from an industry association perspective
Hamburg Music Business, Hannah Geistbeck

Music entrepreneurship from an economic development perspective
CreativeTechHUB / Bayern Innovativ, Henning Berthold

Music startups & startup hub exhibition

11 am - 1 pm

3rdpersonstage, *Jakob Haas (founder)*
Alfred Networks, *Miguel Fernández Di Stefano (CEO)*
BassChrom, *Miloš Pavićević (founder)*
Bayern Innovativ, *Henning Berthold (team leader)*
ComposerMeet, *Celest Lang (founder)*
Connactz, *Maximilian Baschke (founder)*
Great Gig Group, *Nikita Kudakov (CEO)*
Music software project, *Nikolaus Knop (music student)*
Wavelab startup incubator (HMTM), *Viktor Schacherl (community manager)*

Lunch break

1-2 pm

Biographies of musicians as entrepreneurs

2-3.30 pm

Entrepreneur and musician in a symphonic orchestra

Jakob Haas, Munich Philharmonics

Entrepreneurial opportunities for signed musicians

Linda Döhler, Agentur Ode Music

Artist management and music entrepreneurship

Susanne Flug, Nothin But Music

Roundtable: Challenges and opportunities for music startups

4-5 pm

Music student – *Celest Lang, Composers meet, HMTM*

Startup programme manager – *Silvia Tachner, Wavelab*

Researcher – *Nikita Kudakov, Max Planck Institute for Empirical Aesthetics*

IMRBA – *Guy Morrow, President*

Open seats

Book presentation:

"The Digital Revolution in the Music Industry, Volume 1 - The Past:
Revolution Breaks Out!"

5-6 pm

*Peter Tschmuck, Department of Popular Music, University of Music and Performing Arts
Vienna, Austria*

Followed by a panel discussion with *Beate Flath, Guy Morrow and Berthold Seliger*

Effective 01/09/2026

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