

May 28, 2021

Dear Colleagues:

The 16th International Conference on Arts and Cultural Management (AIMAC 2022) will be hosted by the **Escuela de Bellas Artes de la Universidad Panamericana** in Mexico City, from June 26th to 29th, 2022. It is the first time that the conference is held in Mexico. Due to the pandemic, we will monitor closely the health situation in Mexico, as agreed by the Host of the Conference, and we will keep you informed as the situation evolves.

You will find attached the **Call for Papers** for AIMAC 2022 General Conference and for the 6th Doctoral Symposium in Arts and Cultural Management.

Please contact AIMAC2022@hec.ca for more details.

Yours sincerely,

François Colbert
AIMAC Co-Chair

Pierre -Jean Benghozi
AIMAC Co-Chair

CALL FOR PAPERS, AIMAC 2022 MEXICO CITY

AIMAC conferences address all dimensions of arts management and every sector of cultural and creative industries. Researchers are invited to submit proposals for paper presentations. The International Journal of Arts Management -the official Journal of AIMAC – will publish the winners of Best Papers in the Journal following the conference.

EXPECTED PAPERS

Proposals from any relevant discipline will be considered, provided they make an original academic contribution to the study of cultural management. The scientific conference will address various sectors of the arts and cultural industries (performing arts and festivals, heritage, museums and visual arts, film production and distribution, book publishing, recording, broadcasting, audio-visual media and multimedia, design, etc.). We welcome all kinds of papers that connect academic research with broader practical and social context in this field. Papers on the impact of COVID on the arts and cultural industries are welcomed. Themes include, but are not limited to:

- Strategic marketing
- Product and brand management
- Strategic management and planning
- Corporate finance strategies
- Corporate communication strategies
- Business models
- Cultural entrepreneurship
- Organizational behavior
- Corporate social responsibility
- Fundraising, patronage and sponsorship
- Governance
- Cultural public policies
- Cultural diversity and management
- Creative cities and regions
- Art and management talent cultivation
- Creative and cultural industries
- Creativity and innovation
- Art and cultural consumption
- Consumer behavior
- Internationalization
- Cultural agency for social intervention

INSTRUCTIONS FOR ABSTRACTS

Abstracts for the 16th International Conference on Arts and Cultural Management (AIMAC) should follow the guidelines below. Abstracts must be sent from **September 6th, 2021** and NO LATER THAN **January 31st, 2022** at AIMAC2022@hec.ca . Authors will be informed of acceptance in **January 2022**. Please follow the instructions bellow.

Language

All documents, abstract and papers should be written in English. So do oral presentations.

Maximum length

All abstracts must be from 1000 and 1500 words (edited in accordance with these guidelines).

Format

Paper should be submitted in MS Word format.

Font

All text, including titles, names and citations, must be in Times New Roman, 11pt.

Structure

- Title
- Author (s) name(s)
- Email address (for each author)
- Occupation and affiliation of the principal author(s)
- Brief autobiographical note on the author(s) (50 words)
- Abstract
- Issue and argument
- References
- Methodology -agenda and stage of completion of research
- Takeaway and results
- Keywords (up to 5)
- ❖ Please indicate in which general track you think your paper would fit better.

Page layout

Page size should be A4 format (21 x 29.7 cm or 8.27" x 11.69"). Left and right margins: 2.54 cm (or 1.0"). Top and bottom margins: 2.54 cm (or 1.0").

Text

All text must start at the left-hand margin and be single-spaced. Insert a single line after title block and author information, with the heading ABSTRACT (in bold letters) left aligned. Insert a single line after the ABSTRACT heading, followed by the abstract text. Insert a single line after the last abstract text line with the heading Keywords (in bold letters) left aligned and give a list of keywords (5 max).

Spelling

Please ensure that the spelling of names, terms and abbreviations is consistent in the main body of the text.

Tables and Figures

Insert tables and figures in the main body of the text, following the paragraph in which they are first mentioned.

INSTRUCTIONS FOR FULL PAPERS

Accepted papers for the 16th International Conference on Arts and Cultural Management (AIMAC) should follow the guidelines below. Paper should be submitted in MS Word format and should be sent **NO LATER THAN May 13th, 2022.**

Please follow the instructions below.

Maximum Length

All papers must be limited to 6000 words (edited in accordance with these guidelines), including abstracts, figures, tables, references and appendices.

Font

All text, including titles, names and citations, must be in Times New Roman, 11pt.

Structure of the paper

The general structure of the paper should be as follows:

- Title
- Author
- Occupation and affiliation of the principal author(s)
- Brief autobiographical note on the author(s) (50 words)
- Abstract (100 to 150 words)
- Keywords (up to 5)
- Conclusion
- Acknowledgement, where applicable
- References
- Appendices, where applicable

Page layout

Page size should be A4 format (21 x 29.7 cm or 8.27" x 11.69"). Left and right margins: 2.54 cm (or 1.0"). Top and bottom margins: 2.54 cm (or 1.0").

Text

Follow the title block and author address information with the heading abstract left aligned. Insert a single line after the ABSTRACT heading, followed by an abstract of a maximum of 150 words, followed by a list of up to 5 keywords. The start of the main body of the paper should be separated from the keyword list by two blank lines. All text must start at the left-hand margin (i.e.: do not indent new paragraphs). Text must be single-spaced.

Spelling

Please ensure that the spelling of names, terms and abbreviations is consistent in the main body of the text and tables, figures and legends.

Tables and Figures

Insert tables and figures in the main body of the text, following the paragraph in which they are first mentioned.

References

References should be shown within the text by giving the authors last name followed by a comma and the year of publication or by giving the authors' last name followed by the year of publication in brackets, e.g. (Colbert, 1995). For multiple citations in the same year use a, b, c immediately following the year of publication.

Research books:

- Rentschler, R., 2015 Arts Governance: People, Passion, Performance. Oxford: Routledge.
- Throsby, D. 2001. Economics and Culture. Cambridge: Cambridge University Press.

Textbooks:

- Chong, D. 2010. Arts Management. London: Routledge.
- Colbert, F. 1995. Marketing Culture and the Arts. New York: Wiley.

Journal articles:

- Taormina, R. J. 2010. "The Art of Leadership: An Evolutionary Perspective", *International Journal of Arts Management*. Vol. 13, No. 1, Fall, pp. 41-55.
- Ebewo, P., Sirayi, M. 2009. "The Concept of Arts/Cultural Management: A Critical Reflection", *The Journal of Arts Management, Law, and Society*. Vol. 38, No. 4, Winter, pp. 281-295.

Three or more authors:

- Mayer, V., Banks, M. J., and Caldwell, J. T. (Eds.). 2009. *Production Studies: Cultural Studies of Media Industries*. New York: Routledge.
- Turbide, J., Laurin, C., Lapierre, L., and Morissette, R. 2008. "Financial Crises in the Arts Sector: Is Governance the Illness or the Cure?" *International Journal of Arts Management*. Vol. 10, No. 2, pp. 4-13.

Article in a book edited by another author:

- Fiest, A. 1995. "Consumption in the Arts and Cultural Industries: Recent Trends in the UK." In *From Maestro to Manager: Critical Issues in Arts and Culture Management*, M. Fitzgibbon and A. Kelly, eds. (p. 245–267). Dublin: Oak Tree Press.