



## **Arts and Heritage Marketing**

The area of arts and heritage marketing has expanded in recent years and this track invites submissions which address any marketing related issue within the arts and heritage sectors. We encourage authors take a wide perspective, empirically, practically and methodologically when submitting to this track.

Papers should have a clear theoretical foundation and add to our understanding of marketing in these sectors. Specific topics might include the following, but papers of good quality on any appropriate arts and heritage marketing related issue would be welcome:

- \* The nature of marketing and its fit with the arts
- \* Marketing orientation and the arts
- \* Strategic arts marketing issues
- \* Marketing and consumption of all art forms (e.g. 'for' and 'not for profit'; high art and popular culture)
- \* Arts/ heritage branding
- \* Researching arts/ heritage audiences
- \* Defining and delivering customer value in the arts/ heritage
- \* Creativity and innovation in the arts/ heritage organisations
- \* International issues in the arts/ heritage
- \* Moving beyond the art vs. commerce debate
- \* Co-creation of the arts
- \* Performing identity: artist and audiences
- \* Digital media and arts provision
- \* Synergising academic and practitioner research in arts marketing
- \* Aesthetics and the art firm

Track Chair:

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