

Prof. Dr. Andrea Hausmann **CV in English**

Since April 2017 Prof. Dr. Andrea Hausmann is Full Professor at the Institute of Arts Management at Ludwigsburg University of Education (LUE). From 2003 to March 2017 she was first Assistant and then Associate Professor of Arts Management at European University Viadrina in Frankfurt/Oder. During her time there, she founded and successfully lead the master's program "Cultural Management and Cultural Tourism". She also co-founded one of the few arts management consulting firms in Germany and works together with renowned arts organizations. Professor Hausmann received her Doctorate in Business Administration from the University of Düsseldorf. She has broad academic and practical experience in the fields of arts marketing, HRM, cultural tourism, and cultural entrepreneurship.

Professor Hausmann is author of several books and editor of "Arts and Cultural Management", a multi-volume German book series on relevant topics of contemporary arts management. She is also author of many scholarly articles and frequently serves as reviewer for international journals, conferences and research agencies. She regularly presents on national and international conferences. She is frequently called upon to give seminars on arts management both in Germany and other countries like the U.S. (where she was Visiting Professor at the University of Texas at Austin), Australia, Italy, Poland and India.

Selected Publications:

Hausmann, A./Heinze (2016): Entrepreneurship in the Cultural and Creative Industries. Insights from an Emergent Field, in: *Artivate. A Journal of Entrepreneurship in the Arts*, Vol. 2, Iss. 2, S. 7-22.

Hausmann, A./Pöllmann, L. (2016): eWOM in the Performing Arts. Exploratory Insights for the Marketing of Theaters, in: *Arts Marketing. An International Journal*, Vol. 6, No. 1, S. 111-123.

Hausmann, A./Weuster, L. (2015): Making Heritage Accessible: Usage and Benefits of Web-based Applications in Cultural Tourism, in: *International Journal of Cultural and Digital Tourism*, Vol. 2, No. 1, Spring, S. 19-30.

Hausmann, A./Pöllmann, L. (2013): Using Social Media for Arts Marketing: Theoretical Analysis and Empirical Insights for Performing Arts Organizations, in: *International Review on Public and Nonprofit Marketing*, July, Vol. 10, Iss. 2, S. 143-161.

Hausmann, A. (2012): The Importance of Word of Mouth for Museums: a Framework of Analysis, in: International Journal of Arts Management, Vol. 14, No. 3, S. 32-43.

Hausmann, A. (2012): Creating “Buzz”: Opportunities and Limitations of Social Media for Arts Institutions and their Viral Marketing, in: International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 17, No. 3, S. 173-182.

Hausmann, A. (2010): German Artists Between Bohemian Idealism and Entrepreneurial Dynamics: Reflections on Cultural Entrepreneurship and the Need for Start-up Management, in: International Journal of Arts Management, Vol. 12, No. 2, S. 17-29.

Hausmann, A. (2007): Cultural Tourism: Marketing Challenges and Opportunities for German Cultural Heritage, in: International Journal of Heritage Studies, Vol. 13, No. 2, S. 171-185.

Hausmann, A. (2007): Visitor Orientation and its Impact on the Financial Situation of Cultural Institutions in Germany, in: International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 12, No. 3, S. 205-215.

Selected Presentations:

16th European Academy of Management Conference (EURAM), 1-4 June 2016, Paris, France, Presentation: „Employer Branding and its Use for Executive Recruitment in the Visual Arts. A Content Analysis of Job Advertisements“.

Università degli Studi di Modena e Reggio Emilia (UNIMORE), 27. September 2016; Presentation „Current HRMS Issues in Museums: Recruiting and the Benefits of Employer Branding“

13th International Conference on Arts and Cultural Management (AIMAC), 26 June - 1 July 2015, Aix-en-Provence/Marseille, France, Presentation: „Managing a New Generation of Employees: What Organizations in the Visual Arts need to know about the Millennials“.

8th International Conference on Cultural Policy Research, Hildesheim, Germany, 9-12 September 2014. Presentation: „Employer Branding. Dimensions of Attractiveness for Arts Organizations“.

11th Conference of the ESA Research Network Sociology for the Arts, 28.-31. August 2013, Torino, Italy, Presentation: “How relevant is HRM in German Arts Organizations? An Exploratory Study“

11th International Conference on Arts and Cultural Management (AIMAC), 3-6 July 2011, Antwerp, Belgium, Presentation: “Facebook, Twitter and Co. - New Possibilities for Performing Arts Institutions and their Viral Marketing”

24th Annual Australian and New Zealand Academy of Management Conference (ANZAM), 7-10 December 2010, Adelaide, Australia, Presentation: “Viral Marketing for Arts Institutions: Challenges and Opportunities for Engaging in Web 2.0 and Social Media”

13th Annual Australian and New Zealand Marketing Academy Conference (ANZMAC), 29 November to 1 December 2010, Christchurch, New Zealand, Presentation: “Art Entrepreneurship and the Need for Entrepreneurial Marketing”

5th International Conference on Cultural Policy Research (ICCPR), 20-25 August 2008, Istanbul, Turkey, Presentation: “Artists Between Bohemian Idealism and Entrepreneurial Dynamics: The Need for Cultural Entrepreneurship Education”

9th International Conference on Arts and Cultural Management (AIMAC), 8-11 July 2007, Valencia, Spain, Presentation: “Entrepreneurship in the Cultural Sector - background, theoretical framework and determinants for establishing and ensuring the growth of cultural start-ups in Germany”

4th International Conference of the ESA Research Network Sociology for the Arts, March 28-April 1 2007, Lueneburg, Germany, Presentation: “Demographic Change and the Consequences for the Marketing and Audience Development of Cultural Institutions in East Germany”

4th International Conference on Cultural Policy Research (ICCPR), 12-16 July 2006, Vienna, Austria, Presentation: “The Tightrope Walk Between Financial Bottlenecks, Resource Bundling and Conflicts of Interest: an Evaluation of development tendencies in the relationship between cultural institutions and private sponsorship in Germany”

International Workshop of the Arts/Heritage Marketing and Nonprofit Special Interest Group of the Academy of Marketing (AM), hosted by London Metropolitan University on 15 March 2006, Presentation: “Optimising Revenue for German Arts and Cultural Organisations Through a Marketing and Visitor Orientation”

1. April 2017