

Management and Marketing *Public Lecture*



Innovation and Cultural Production: A Study of the Popular Music Industry

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Date : 20 Oct 2023 (Fri)

Time : 2:00 – 3:30 p.m. (Public Lecture)

3:30 – 4:00 p.m. (Q&A Session)

Venue : AG710, PolyU campus

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Cultural production is a site of innovation. However, scholarly research on innovation is often confined to technology industries. I will discuss how cultural industries can be rich contexts for developing and testing theories of innovation, entrepreneurship, and creativity. My general question concerns how factors internal to the system of cultural production shape and enable change over time. In the context of the popular music industry, I will first address changes in behavior among cultural producers after winning a major award. Do winners embark on a journey of differentiation and innovation, or do they become stalwarts of current styles? Second, I will ask what production strategies, particularly patterns of professional collaboration, account for post-award behaviors of creative producers. These questions are of general interest because changes in the behavior of award winners tends to shape an entire creative field, directly or indirectly. Award winners garner respect, set trends, and are emulated by many other artists.

Giacomo Negro is a Professor of Organization and Management and Sociology (by courtesy) at Emory University's Goizueta Business School. In his research, Giacomo examines categories and collective identities in market settings, with a particular focus on the creative industries. His work has appeared in the leading management journals including *Administrative Science Quarterly*, *Academy of Management Journal*, *Organization Science*, and *Management Science* as well as sociology publications including *American Sociological Review* and *American Journal of Sociology*. He has also written academic books. Recent publications include the book *Wine Markets: Genres and Identities*, for Columbia University Press. Active in academic governance and leadership, Giacomo also serves as senior editor for *Organization Science*.