

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 25th September 2018**
at **1 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Prof. Spencer Harrison, INSEAD

will present the article:

“KILLING THE RADIO STAR: AN INDUCTIVE MIXED-METHOD STUDY OF CREATIVE AMBITION AND THE GRAMMY FOR BEST NEW ARTIST”

“How do groups manage early creative success? Through an inductive, grounded theory study of bands that were nominated for a Best New Artist Grammy between 1980 and 1990 we develop a theory of creative ambition. Creative ambition is striving to produce a creative product that will engender recognition of its virtuosity from relevant audiences or judges. Our multi-method analyses include using oral histories from members of each band and triangulating the emergent process they describe with data on album sales, critical reviews, chart performance, and machine learning algorithms to quantify acoustic qualities of bands’ songs. Our findings reveal that creative ambition is a double-edged sword: for most groups, early success inflates their need for recognition and distorts the groups working patterns. However, some groups are able to “insulate” their ambition and sustainably produce creative outputs over time.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Monday, 24th September 2018.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

