

23rd International Conference on Cultural Economics

24-27 June 2025

acei Association for Cultural Economics International

&

Erasmus University Rotterdam

24 – 27 June 2025

Erasmus University Rotterdam

Campus Woudestein

Burgemeester Oudlaan 50, Rotterdam

The Netherlands

www.eur.nl/en/acei2025

Content

Content 3
Welcome on behalf of Erasmus University Rotterdam 4
Welcome on behalf of ACEI 5
Program Tuesday, 24th June, 2025 6
Program YRW - Tuesday, 24th June, 2025 8
Wednesday, 25th June, 2025 15
Thursday, 26th June, 2025 24
Friday, 27th June, 2025 37
Social Program 43
Ongoing activities 43
Tuesday 24th of June 44
Wednesday 25th of June 45
Thursday 26th of June 46
Friday 27th of June 48
Saturday, 28th June, 2025 49
Partners & Contributors 50
Organization ACEI2025 51
Campus Map 53

Welcome on behalf of Erasmus University Rotterdam

Dear participants,

In 1500, Desiderius Erasmus—the Dutch priest, philosopher, and educator after whom this university is named—wrote in his Adagia: *Difficilia quae pulchra*. "What is beautiful requires effort." This conference is certain to be beautiful—because of the effort so many have put into it.

That includes all of you, the participants, who have come from no fewer than 62 countries! The 23rd edition of the ACEI Conference shines thanks to your dedication: to your research, to your perspectives, and to your willingness to come here to share and to listen. In these challenging times—when it once again takes real effort to demonstrate the value of art, culture, and creativity, not only for our economies but also for our societies—this gathering offers a space to inspire and support one another.

Special thanks go to the Scientific Committee, who worked tirelessly behind the scenes to craft the intricate puzzle that became our final program, with thoughtful thematic alignment across hundreds of presentations. We are equally grateful to our keynote speakers and plenary panelists, who are sure to offer insights that will spark reflection and conversation.

This event would not have been possible without the incredible team of Engagement & Research Services at Erasmus University Rotterdam. They took the conference under their (strategic) wings and literally made it happen. They have been supported by several colleagues from Erasmus School of History, Culture, and Communication and the many student volunteers they were able to attract. Despite the overwhelming number of participants, the team remained calm and prepared everything down to the last detail. Now we are ready to welcome you.

Welcome to Rotterdam. We hope you enjoy the city—atypically beautiful, in a way that feels almost un-Dutch, yet deeply loved by those who know her. We hope she embraces you too.

We also welcome you to our university campus. The values of Erasmus University—social engagement, global citizenship, connection, entrepreneurial spirit, and open-mindedness—are inspired by Erasmus himself, and make this a fitting host (for the second time) of the ACEI Conference.

On behalf of the Erasmus University team, it is a privilege to welcome three generations of cultural economists and related scholars.

Ellen Loots
Academic Lead of the local #ACEI2025 Organizing Committee

Welcome on behalf of ACEI

Dear colleagues and friends,

It is a great pleasure to welcome you to the 23rd International Conference on Cultural Economics, hosted by Erasmus University Rotterdam and organized by the Association for Cultural Economics International (ACEI).

This year's gathering is especially meaningful, as we celebrate 50 years since the founding of ACEI—half a century of advancing knowledge on the economic dimensions of culture, creativity, and the arts. What began as a small initiative has grown into a vibrant, global, and interdisciplinary community of scholars and practitioners.

With 350 presentations and even more participants joining from around the world, this year's conference is the most diverse and interdisciplinary in our history. While rooted in economics, the conference welcomes researchers from across related fields—including management, tourism, sociology, and the digital humanities. This breadth reflects our commitment to openness and dialogue across disciplines, methods, and perspectives.

Cultural economics is a field driven by a deep personal connection to the arts, heritage, and creative expression—things that inspire us not only as researchers but as individuals. Yet this passion meets a pressing moment. In a time marked by war, polarization, and rising nationalism, culture is far more than a private interest. It is a source of identity, a way of connecting communities, and a force for dialogue and cohesion. That makes the work we do—not just as scholars, but as members of society—especially vital today.

On behalf of the scientific committee, I wish you an inspiring and rewarding conference.

Karol J. Borowiecki
Chair of the Scientific Committee and President-Elect of ACEI

S2-G: Cities and creativity

Room 2.18

- *Infusing the 'Exclusive Aura' – Analysing the Distinctive Characteristics of the Creative Place in Nottingham from a Local Perspective* (Fanyu Zhang) – Presenter: Fanyu Zhang (University of Nottingham)
- *Exploring the Interplay of Local Creativity and Cosmopolitan Identity in Cultural Cities: Patterns and Economic Implications* (Emmanuel Frimpong & Dennis Osei Bonsu) Presenter: Emmanuel Frimpong (Ghana READI)
- *Cultural Districts as Drivers of Development: A Multidisciplinary Approach to Enhancing Italy's Heritage and Country Branding* (Mara Carando) – Presenter: Mara Carando (Università per stranieri di Perugia)
- *Urban Sustainability Transition: Insights from Florence's Historic Centre Management* (Emma Furlan, Stefania Oliva & Luciana Lazzeretti) – Presenter: Emma Furlan (University of Florence)

15.40-17.00 Scientific Sessions 3

S3-A: Public finances and funding

Room 1.20

- *Federal U.S. Public Arts Funding in the Time of Covid-19* (Brandy Moriah Wicker) – Presenter: Brandy Moriah Wicker (University of Texas at Dallas)
- *Art Subsidies and Equity: An Analysis of Local Policy in Washington, D.C.* (Soojung Paek) – Presenter: Soojung Paek (George Mason University)
- *When Heritage Status Hinders Sales: Unintended Art Market Consequences of Cultural Policy* (Olesia Gretskaia) – Presenter: Olesia Gretskaia (University of Barcelona)
- *The Impact of Public Cultural Infrastructure Investment on Cultural Consumption and Poverty Alleviation: Evidence from Provincial Panel Data in China (2013–2019)* (Yan Li & Shike Lin) – Presenter: Yan Li (Shanghai Jiao Tong University)

S3-B: Audiences

Room 1.21

- *The Busy Audience as Co-author and Consumer: Analysis of the Audience Perception of Participatory Artworks Combined with Consumption* (Hong TzeNing) – Presenter: Hong TzeNing (Erasmus University Rotterdam)
- *Not only about museum visitors? Mapping journey and experience touchpoints through the lens of the multi-stakeholder approach* (Magdalena Sawczuk) – Presenter: Magdalena Sawczuk (Jagiellonian University in Krakow)
- *Mapping Audience Engagement Strategies: Feedback Collection and Personalisation Practices in Dutch Cultural Organisations* (Irene Tsitse, Izabela Derda, Ellen Loots & Susanne Janssen) – Presenter: Irene Tsitse (Erasmus University Rotterdam)
- *Real or Virtual? A Neuroscientific Exploration of Digital Cultural Experiences* (Federica Piccoli, Chiara Casiraghi, Sebastiano Accardi, et al.) – Presenter: Federica Piccoli (Università IULM

23rd International Conference on Cultural Economics, Erasmus University Rotterdam

Real or Virtual? A Neuroscientific Exploration of Digital Cultural Experiences

Federica Piccoli[1,2], Chiara Casiraghi[1,2], Sebastiano Accardi[1,2], Marco Bilucaglia[1,2], Fabio Forlani[3], Roberto Bruni[4], Martina Columbano[5], Marco Galvagno[6], Damiano Perri[7], Margherita Zito[1,2], Vincenzo Russo[1,2]

[1] Behavior and Brain Lab IULM – Neuromarketing Research Center, Università IULM, Milan, Italy;

[2] Department of Business, Law, Economics and Consumer Behaviour "Carlo A. Ricciardi", Università IULM, via Carlo Bo, 1, 20143, Milan, Italy

[3] Department of Economics, University of Perugia, Via Pascoli, 20, Perugia, Italy

[4] Department of Economics and Law, University of Cassino and Southern Lazio, Cassino (Fr), 03043, Italy

[5] Department of Economics and Business Sciences, University of Parma, Via J.F. Kennedy, 6, 43121, Parma, Italy

[6] Department of Economics and Business, University of Catania, Corso Italia, 55, Catania, 95129, Italy

[7] Department of Mathematics and Computer Science, University of Perugia, Via Pascoli, 20, Perugia, Italy

Abstract: As cultural heritage increasingly transitions to digital platforms, questions arise regarding the accessibility and inclusiveness of these virtual experiences. This study addresses this gap by comparing cognitive and emotional responses to real and virtual cultural heritage environments using a mixed-methods approach that includes electroencephalography (EEG), heart rate monitoring (HR), eye- tracking (ET), and self-report measures. A sample of 20 participants experienced both a physical and a virtual visit to the same historical site (Palazzo Bernabei, Assisi, Italy), with the aim of uncovering how immersive technologies affect engagement, memorization, attention, and emotional arousal. Results show that real-world visits elicited higher measures of memorization, more positive emotions, grater satisfaction and loyalty; virtual visits generated greater attention, engagement and cognitive load. Visual attention patterns were also analyzed through qualitative (heatmaps). These findings offer practical insights for the design of better cultural experiences and have implications for institutions aiming to enhance visitor engagement through digital technologies. Rather than considering digital experiences as less effective alternatives to physical visits, the results emphasize the importance of enhancing digital strategies. They also serve as a foundation for a series of subsequent studies exploring how factors such as sociability, entertainment, and interactivity could enrich digital cultural experiences, promoting a more inclusive and engaging access to culture, in line with the United Nations' 2030 Agenda for Sustainable Development.

Keywords: Cultural Heritage, Digital Heritage, Digital Tourism, Virtual Reality (VR), User Experience (UX), Consumer Neuroscience, EEG, Eye-Tracking, Memory, Engagement, Presence.