

Departmental Research Seminar

I Get by with a Little Help from My Friends? Top Musicians' Artistic Strategies By



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Date : 6 Nov 2023 (MON)
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Venue : M802

Abstract

Cultural production – and artistic careers in cultural fields – rarely involves only the work of a lone genius. It is natural to ask whether artists show different work processes (e.g., reliance on self-versus-others for music writing and production) and different partnerships (e.g., collaborations with other types of talent) in their field. In this study, we address these questions by focusing on the strategies artists undertake to produce cultural products, paying special attention to work released after receiving award-based recognition. Treating awards as demarcation points enables us to examine production strategies over time. The careers of award recipients can be contrasted with those of non-recipients. We study the context of popular music and analyze patterns of artistic differentiation following artists' Grammy award recognition. Panel regression analyses using an extensive dataset on music recording artists from 1967 to 2018 examine whether being nominated for or winning an award subsequently results in distinct strategies of artistic autonomy and of production collaborations.

Prof. 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*.

All interested are welcome.

