

# ANNOUNCEMENT

## Bachelor Thesis

### KEYWORDS

- Music Industry
- Music Streaming
- Cross-country Analysis
- Marketing Globalization
- Empirical Bachelor Thesis

### TOPIC: THE END OF U.S. GLOBAL POP DOMINANCE? INVESTIGATING THE DRIVERS OF CONSUMER PREFERENCES FOR GLOBAL VS. LOCAL ARTISTS

Since the rise of digital channels for media distribution, the music industry has undergone a major transformation process characterized by a shift toward access-based consumption channels (e.g., streaming services like Spotify). For marketing managers, it is crucial to understand how this development affects consumer preferences and how these preferences differ across countries. For example, global streaming platforms like Spotify provide consumers with access to an unprecedented large catalog of songs by international artists.

So far, research does not provide conclusive evidence if this development benefits artists from outside the U.S., who now have access to a global audience, to achieve international success. Therefore, the aim of this thesis is to analyze the development of the U.S.- repertoire-share across a set of different countries and how country-level factors (e.g., national culture) impact trends towards U.S. vs. non-U.S. repertoire. The analysis will be based on a large panel data set comprising the daily number of streams from the Top 200 songs at an international music streaming service provider over a period of more than two years across various countries. The data will be analyzed using a multi-level regression framework to investigate the effects of country-level variables on the trend toward (non-)U.S. based content. The thesis can be written in German or English language.

### LITERATURE:

- **Ferreira, F. & Waldfogel, J. (2013).** Pop Internationalism: Has half a Century of World Music Trade Displaced Local Culture? *The Economic Journal*, 123, 634-664.
- **Wikstrom, P. (2016).** Do music streaming services punish local music repertoire? <https://eprints.qut.edu.au/101757/3/101757.pdf>
- **Schuiling, I. & Kapferer, J. N. (2004).** Real Differences between Local and International Brands: Strategic Implications for International Marketers. *Journal of International Marketing*, 12, 97-112.
- **Steenkamp, J-B. & de Jong, M. G. (2010).** A Global Investigation into the Constellation of Consumer Attitudes Toward Global and Local Products. *Journal of Marketing*, 74, 18-40.

- **Cowen, T. (2002).** Creative Destruction: How Globalisation is Changing the World Cultures. Princeton, NJ: Princeton University Press.
- **Ingham, T. (2019).** English-Speaking Artists are Losing Their Global Pop Dominance; <https://www.rollingstone.com/music/music-features/english-speaking-artists-are-losing-their-grip-on-global-pop-domination-and-youtubes-leading-the-charge-786815/>

#### SUPERVISOR:

- Daniel Winkler (MSc): <https://www.wu.ac.at/imsm/jobs/team/daniel-winkler>
- Dr. Nils Wlömert: <https://www.wu.ac.at/imsm/jobs/team/nils-wloemert>

#### APPLICATIONS

Applications with CV and transcript of records should be sent to Daniel Winkler ([daniel.winkler@wu.ac.at](mailto:daniel.winkler@wu.ac.at)).