



UNIVERSITÀ DEGLI STUDI DI BERGAMO

FACOLTA' DI ECONOMIA
Dipartimento di Economia Aziendale

RESEARCH WORKSHOP
HOLLYWOOD EUROPE

STRATEGIC, ORGANIZATIONAL AND FINANCIAL INTERACTIONS IN THE MOVIE INDUSTRY

9.00 Giuseppe Delmestri
Welcome

Paul McDonald & Alejandro Pardo
Introduction: The Hollywood-Europe Network

9.15 Alejandro Pardo, Universidad de Navarra
The Europe-Hollywood 'Romance': A Case of Coopetition?

Paul McDonald, Roehampton University, UK
Introducing One Film-making Culture to Another: Hollywood's Specialty Distributors and the Visibility of Contemporary European Cinema in the US.

Joël Augros, Université Paris 8
Ligne Maginot and Cinema or Theatre Market vs. Video Market

Joseph Garncarz, Universität zu Köln
Films that are Applauded all over the World: Questioning Chaplin's Popularity in Weimar Germany

Fabrizio Montanari, Università di Modena e Reggio Emilia
Genre-heterogeneity and Differential Success of Hollywood and Domestic Productions in Italy: a Quantitative Study

Giuseppe Delmestri, Università di Bergamo
Authenticity and Local Productions by US-Majors in Italy: a Qualitative Study

Discussant: Severino Salvemini, Università Luigi Bocconi, Milan

11.15 Coffee break

11.45 Open Discussion

13.00 End of the workshop

The participation to the workshop is open. For organization reasons please confirm to the workshop desk at sdm@unibg.it or 035 2052588.

BERGAMO, VENERDÌ 20 OTTOBRE 2006
AULA 15
UNIVERSITÀ DEGLI STUDI DI BERGAMO
FACOLTÀ DI ECONOMIA
VIA DEI CANIANA, 2



SdM – School of Management