



UNIVERSITY OF AMSTERDAM

Marketing the museum brand: illusion or way to go?

Museums nowadays are operating within a highly dynamic environment, having to deal with today's globalization and digitization and the decreasing public funds for arts. These trends may increasingly lead museums to shift away their focus from the collection to the visitor, resulting in interest in alternative strategies and management techniques imported from the private sector: so-called New Public Management. However, museum specific research on the effects of these practices and the potential role of national culture is still limited. This research aims to shed light on different museum orientations and their consequences for performance, offering museum managers deeper knowledge and expertise in the field of museum marketing.

The study is being conducted by a graduate student Entrepreneurship and Management in the Creative Industries in corporation with professor of Innovation Management Balázs Szatmári. Since it builds around strategic issues, desirable respondents are the museum's CEO or (marketing) managers.

Thank you for participating in the study. Your responses are a vital part of the research. Investigating strategic issues within museums means a limited pool of respondents, and therefore I want to emphasize your essential role in making the research possible. The questionnaire should only take between 5 and 10 minutes of your time. All data will be treated confidentially and only aggregated results will be presented. The outcomes of the study will be sent back to the cooperating museums after completion. If you have any questions regarding the research or would like to receive further information, please contact me at tessagriffioen@hotmail.com or +31 6 252 605 64.

Follow this link to the Survey:

https://nlpsych.eu.qualtrics.com/SE/?SID=SV_6sQZM2a0JqdEsTz

Thank you for your consideration and kind regards,

Tessa Griffioen

Graduate student Business Administration: Entrepreneurship and Management in the Creative Industries

T +31 6 252 605 64

E tessagriffioen@hotmail.com