

Armen Shaomian

UNIVERSITY OF SOUTH CAROLINA
COLLEGE OF HOSPITALITY, RETAIL, & SPORT MANAGEMENT
DEPARTMENT OF SPORT & ENTERTAINMENT MANAGEMENT
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EDUCATION

- May 2008 **D.M.A., Accompanying and Chamber Music**
Cognate: Music Business and Entertainment Industries
Frost School of Music
University of Miami, Coral Gables, FL
- May 2005 **M.M., Accompanying and Chamber Music**
Cognate: Music Business and Entertainment Industries
Frost School of Music
University of Miami, Coral Gables, FL
- May 2003 **B.M., Piano Performance**
College of Fine, Performing and Communication Arts
Wayne State University, Detroit, MI

ACADEMIC APPOINTMENTS

- 2022– **Faculty Director**
Preston Residential College for Leadership
University of South Carolina, Columbia, SC
- 2018– **Associate Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2012-2018 **Assistant Professor**
Department of Sport and Entertainment Management
University of South Carolina, Columbia, SC
- 2010-2012 **Adjunct Professor**
Music Business and Entertainment Industries
Frost School of Music
University of Miami, Coral Gables, FL

CERTIFICATIONS

- 2024 **Mechanical Licensing Collective (The MLC)**
MLC Educator Ambassador
- 2024 **Emerging Leaders Program (ELP)**
Division of Human Resources
University of South Carolina

2021 **Diversity, Equity and Inclusion in the Workplace**
Office of Corporate Training and Professional Education
University of South Florida

2023 **LEAD: Supervisory Essentials**
Division of Human Resources
University of South Carolina

INDUSTRY EXPERIENCE

2010–2012 **Armenize, Inc.**, Miami, FL
Founder and CEO
Arts consulting agency specializing in board recruitment and change management.

2008–2010 **National Foundation for Advancement in the Arts**, Miami, FL
Programs Manager and Associate Producer, YoungArts
Associate producer: US Presidential Scholars in the Arts at the Kennedy Center in Washington, DC. Liaised between YoungArts and the US Dept. of Education.

REFEREED JOURNAL ARTICLES

Hwang, Y. (PI), and **Shaomian, A.** (2022). Life Goes On: How BTS has turned Virtual Live Concerts during the COVID-19 Pandemic into Show-Biz Dynamite. *Journal of the Music & Entertainment Industry Educators Association*. Vol. 22, No. 1 (2022).

Shaomian, A., & Christensen, C. (2016). Music Industry Internship Administration: Overcoming Common Administrative Obstacles That Hinder Student Learning. *Music & Entertainment Industry Education Association Journal*, 16(1), 43-71.

Shaomian, A., & Heere, B. (2016). Laptop Usage in the Classroom. *College Music Symposium Journal - Instructional Technologies and Methodologies*, 56.

Shaomian, A., & Heere, B. (2015). The path to loyalty among theater patrons: The importance of interaction and a sense of brand community. *Music & Entertainment Industry Education Association Journal*, 15(1), 13-36.

REFEREED SCHOLARLY PERFORMANCE RECORDINGS IN THE ARTS

Shaomian, A., and Hopkins, J. (2022) *Somnoroase Pasarele* by Valentin Bogdan. Performance recording / College Music SYMPOSIUM Journal. Vol 62, No. 2.

Shaomian, A., and Hopkins, J. (2022) *Si Daca* by Valentin Bogdan. Performance recording / College Music SYMPOSIUM Journal. Vol 62, No. 2.

Shaomian, A. and Hopkins, J. (2022) *Trecut-au Anii* by Valentin Bogdan. Performance recording / College Music SYMPOSIUM Journal. Vol 62, No. 2.

Shaomian, A. and Hopkins, J. (2018) *Hoff Nunc*. Performance Recording / Audio Archive. College Music SYMPOSIUM. Vol 62, No. 2.

REFEREED SCHOLARLY PERFORMANCES IN THE ARTS

Shaomian, A., & Hopkins, J. (Dec 2023). Guest Artist Recital and Holiday Charity Fundraiser. O’Neal Street United Methodist Church, Newberry, SC.

Shaomian, A., & Hopkins, J. (Dec 2022). Guest Artist Recital. O’Neal Street United Methodist Church, Newberry, SC.

Shaomian, A., & Hopkins, J. (Nov 2022). *Swedish National Songs*. Freeman Concert Series. Recital Hall at USC School of Music.

Shaomian, A., & Hopkins, J. (Nov 2022). Keynote/Guest Artist Recital for statewide Mississippi Music Teachers Conference. Aven Fine Arts Recital Hall, Mississippi College, Jackson, MS.

Shaomian, A., & Hopkins, J. (Aug 2022). *Music at the Morris*. Guest Artist Recital. Morris Museum of Art, Aug, GA.

Shaomian, A., & Hopkins, J. (May 2022). *An Evening of Swedish National-Romantic Music*. Alfred Nobel Hall, Embassy of Sweden, Washington, D.C. Produced, directed, and executed a solo and collaborative performance.

Shaomian, A., & Hopkins, J. (Jan 2022). *Somnoroase Pasarele*. Freeman Concert Series, University of South Carolina. Invited guest artist. Contemporary composition for voice and piano. Featured as a world premiere of music composed by Dr. Valentin Bogdan.

Shaomian, A., & Hopkins, J. (Jan 2022). *Si Daca*. Freeman Concert Series, University of South Carolina. Invited guest artist. Contemporary composition for voice and piano. Featured as a world premiere of music composed by Dr. Valentin Bogdan.

Shaomian, A., & Hopkins, J. (Jan 2022). *Trecut-au Anii*. Freeman Concert Series, University of South Carolina. Invited guest artist. Contemporary composition for voice and piano. Featured as a world premiere of music composed by Dr. Valentin Bogdan.

Shaomian, A., & Hopkins, J. (Mar 2020) *Confronting Social Norms Through Music*. Lecture-recital and Masterclasses with Janet Hopkins, mezzo-soprano. Hulsey Recital Hall, University of Alabama, Birmingham.

Shaomian, A., & Hopkins, J. (Mar 2020). *Confronting Social Norms Through Music*. Lecture-recital and Masterclasses with Janet Hopkins, mezzo-soprano. Kossen Auditorium – Poindexter Recital Hall, Mississippi University for Women, Columbus, MS.

Shaomian, A., & Hopkins, J. (Oct 2020/19). *A collaborative, multi-disciplinary performance exploring the intersection of modern popular compositional techniques set to the backdrop of high-art performance modes*. Lecture-recital with Janet Hopkins, mezzo-soprano. Social Theory, Politics, and the Arts Conference. Recital Hall. University of New Orleans, LA.

Shaomian, A., & Hopkins, J. (Oct 2018) *Hoff Nunc*. Freeman Sunday Concert Series, Recital Hall at USC School of Music, Columbia, SC.

Shaomian, A., Hopkins, J., & Cutler, D. (May 2018) *Armen Shaomian in Concert with Guest Artists*. Recital Hall at USC School of Music, Columbia, SC.

Shaomian, A., & Hopkins, J. (Mar 2018) “*A Performance featuring Contemporary American Composers*”. Lecture-recital at Jule Collins Smith Museum of Fine Art, Auburn University. Invited lecture recital via SEC grant.

Shaomian, A. & Hopkins, J. (Mar 2018) *Swings*. College Music Society Composers (CMS) Concert, performed by request of CMS and composer. University of Central Florida, Orlando, FL.

Shaomian, A. & Hopkins, J. (Mar 2018) *Swings*. Music by Women Festival. World Premiere of piece composed for Shaomian/Hopkins. Mississippi University for Women, Columbus, MS.

Shaomian, A., & Hopkins, J. (Mar 2018) “*A Performance featuring Contemporary American Composers*”. Poindexter Hall. Mississippi University for Women Department of Music. Invited lecture recital.

Shaomian, A. (Feb 2018) *Hoff Nunc*. College Music Society (CMS) Composers Concert. Albany, GA.

Shaomian, A., & Hopkins, J., Cutler, D., & DuPont, C. (May 2017) “*Armen Shaomian in Concert with Guest Artists*” Presented by the Department of Sport and Entertainment Management” Recital Hall at USC School of Music, Columbia, SC. Program included in appendix. Produced, directed, and executed a solo and collaborative performance.

Shaomian, A., & Hopkins, J. (Mar 2017) “*Music by Women Festival*”. Presented by Mississippi University for Women Department of Music. MUW School of Music Poindexter Hall. Program included in appendix. Invited to premiere *Hoff Nunc* by Olga Harris. Chamber music.

Shaomian, A., & DuPont, C. (Aug 2017) “*Faculty and Guests Recital*” Invited performance at University of North Carolina, Charlotte.

Shaomian, A., & Hopkins, J., Cutler, D., & DuPont, C. (May 2017) “*Armen Shaomian in Concert with Guest Artists*” Presented by the Department of Sport and Entertainment Management” Recital Hall at USC School of Music, Columbia, SC. Program included in appendix. Produced, directed, and executed a solo and collaborative performance.

Shaomian, A., & Hopkins, J. (Mar 2017) “*Music by Women Festival*”. Presented by Mississippi University for Women Department of Music. MUW School of Music Poindexter Hall. Program included in appendix. Invited to premiere *Hoff Nunc* by Olga Harris. Chamber music.

Shaomian, A., Hopkins, J., Parker-Harley, J., Lomazov, M., & Rackers, J. (Apr 2016) “*An Evening with William Bolcom and Joan Morris*” Presented by the Department of Sport and Entertainment Management and the School of Music. Columbia, SC. Produced, directed, and executed a collaborative performance. Program included in appendix.

Shaomian, A., & Hopkins, J. (Oct 2015) Invited lecture-recital: *The Music of William Bolcom and Music Business for the Modern Musician*. Ithaca College School of Music. Ithaca, NY.

Shaomian, A., & Hopkins, J. (Oct 2015) Invited guest lecture and masterclass: *Cabaret Songs*. University of Alabama - Birmingham, Department of Music. Birmingham, AL.

Shaomian, A. (June 2015) Lecture Recital: *A Brief Overview of Swedish National-Romantic Piano Music and Composer Wilhelm Peterson-Berger*. College Music Society 2015 International Conference. Stockholm, Sweden.

Shaomian, A., Hopkins, J., & Cutler, D. (Nov 2014) “*Armen Shaomian in Concert*” Presented by the Department of Sport and Entertainment Management” Recital Hall at USC School of Music, Columbia, SC. Program included in appendix. Produced, directed, and executed a solo and collaborative performance.

Shaomian, A., Parker-Harley, J., & Nagel, R. (June 2013) “*The Savvy Musician in Action – Performances*” University of South Carolina School of Music, Columbia, SC. Invited chamber music concert performance. Program included in appendix.

Shaomian, A., & Hopkins, J. (June 2013) “*The Savvy Musician in Action – Performances*” University of South Carolina School of Music, Columbia, SC. Invited chamber music concert performance. Program included in appendix.

Shaomian, A., Sackstein, R., Floyd, R & Ying, T. (Feb 2013) “*Miami Civic Music Association Presents: The 2013 Piano Gala*” Gusman Concert Hall, Coral Gables, FL. Invited collaborative piano performance. Program and audio CD included in appendix.

Shaomian, A. (Dec 2012) “*St. Lucia Celebration*” Swedish Church of South Florida, Miami, FL. Invited solo and choral directing performance.

Shaomian, A. (Dec 2012) “*Concert and Choral Performance*” Swedish Church of South Florida, Miami, FL. Invited solo and choral directing performance.

BOOK CHAPTERS (Editor)

Baskerville, D., & Baskerville, T. (2023). *Music Business Handbook and Career Guide* (13th ed.). SAGE Publications, Inc. ISBN: 978-1071854211

- **Chapter 13:** CONCERT PROMOTION
- **Chapter 17:** CONCERT VENUES
- **Chapter 18:** ARTS ADMINISTRATION

REFEREED CONFERENCE PRESENTATIONS

Shaomian, A., Fayne, J., Granger, E., & Lamble, R. (November 2023) *From St. Pat's in Five Points to Glastonbury, How Music Festivals Become Memory Makers* Sport and Entertainment Venues Tomorrow (SEVT) Conference. Columbia, SC.

Shaomian, A., & Kelly, S. (Oct 2023) *Please Come Out of Your Room: Working Towards Engagement Solutions for the COVID-19 Generation.* Residential College Society Symposium. Virginia Tech, Blacksburg, VA.

Shaomian, A. (Mar 2023) *Performance Anxiety in Music.* Guest Lecture for Spark: Music Leadership at Carolina. University of South Carolina School of Music. Columbia, SC.

Shaomian, A. (Feb 2023) *An Overview of Copyright Law in Music.* Guest Lecture in IBUS 709. Professional MBA Program. University of South Carolina, Moore School of Business. Columbia, SC.

Shaomian, A. (June 2022) **Keynote:** *State of the Live Entertainment Industry in the United States post COVID-19.* Innovation in Music Conference, Royal College of Music. Stockholm, Sweden.

Shaomian, A. (May 2022) *MEIEA President's Discussion with the Mechanical Licensing Collective.* MEIEA Summit 2022 (Virtual).

Shaomian, A. (Feb 2022) *Copyright in Entertainment.* Guest Lecture and Presentation: Professional MBA Program, Moore School of Business, University of South Carolina. Columbia, SC.

Shaomian, A. (Dec 2021) **Keynote:** *Return to Live – How the US Touring Industry is Overcoming a Global Pandemic;* Music Focused Interdisciplinary Research & Analysis Center (MIRAC) Conference. Stockholm, Sweden.

Shaomian, A. (July 2021) *Brand Marketing in the Performing Arts.* Winthrop University, Summer Institute on Community Engagement, Master of Arts in Arts Administration.

Shaomian, A., & Hwang, Y. (May 2021) *How BTS Has Turned Virtual Live Concert Satisfaction During COVID-19 Into Show-Biz Dynamite.* MEIEA 42nd Virtual Summit.

Gloor, S., **Shaomian, A.,** Elton, S. & Merida, S. (Apr 2021) *Future of Higher Education in Music.* Amplify Music Conference.

Shaomian, A., Kaprelian, T., Tarr, N., & White, E. (Apr 2021) *Rethinking Music Jobs.* Amplify Music Conference.

Shaomian, A., Dorough, N., Koehler, G., Spindler, J., Wood, H., Peters, J., & Dear O. (Apr 2021) *Old Main Records & SEBA Music Industry Panel.* Wayne State University, Detroit, MI.

Shaomian, A., Johnson, G., Rolston, C., Celenza, A., Gloor, S., & Rogue, Z. (Feb 2021) *Music and Cultural Advocacy in 2021 – Music Policy Forum: Live*. Virtual.

Shaomian, A., & Dunn, M. (Oct 2020) “*Dude, Where’s Your Phone?*”: *Live Event Experience in a Phone-Free Environment*. MEIEA 2020 Summit (Virtual).

Shaomian, A., & Dunn, M. (Oct 2020) *Industry Studies and Analysis*. MEIEA 2020 Summit (Virtual).

Shaomian, A., Merida, S., Jeralds, S., Funderburk, E., & FatRat Da Czar (Oct 2020) *Panel: Where Do We Go from Here? Perspectives on Social Justice in the Industry*. MEIEA 2020 Summit (Virtual).

Shaomian, A. (Oct 2020) *Opening Remarks and MEIEA Updates*. MEIEA 2020 Summit. Music and Entertainment Industry Educators Association. Nashville, TN. (Virtual)

Blackmon, O., Keel, B., **Shaomian, A.**, & Cohen, P. (Sep 2020) *Steps to Idol Success: A Q&A with American Idol Supervising Casting Producer, Peter Cohen*. Middle Tennessee State University. Murfreesboro, TN. (Virtual).

Shaomian, A., Gloor, S., Elton, S., & Merida, S. (Apr 2020) *Future of Higher Education in Music*. AMPLIFY MUSIC CONFERENCE (Virtual).

Shaomian, A., Tarr, N., Wangler, K., & White, E. (Apr 2020) *Future of Career Pathways*. AMPLIFY MUSIC CONFERENCE (Virtual).

Shaomian, A. (Feb 2019) *Engage! Educate! Entertain! Methods for Successful Online Teaching*. Seminar Presentation for USC Faculty and Staff. Center for Teaching Excellence, University of South Carolina.

Shaomian, A., Shiver, K., Judy, T., & Glasgow, T. (Nov 2018) *Making Music Marketing Work: Strategies for Venues of All Sizes*. Sport and Entertainment Venues Tomorrow (SEVT) Conference. Columbia, SC.

Shaomian, A. (Oct 2018) *Engage! Educate! Entertain! Methods for Successful Online Teaching*. Oktoberbest: A Symposium on Teaching. University of South Carolina. Columbia, SC.

Gillentine, A., & **Shaomian, A.** (Sep 2018) “*Texting and Twitter and Laptops! Oh My!*” *Student Perceptions of the Effectiveness of Computer Technologies in Sport and Entertainment Management Education*. European Sport Management Conference (EASM), Malmö, Sweden.

Shaomian, A., Adelman, C., Baity, C., McClusky, J., McNabb, V., Terry J., & Wyatt, D. (Sep 2018) *First Steps in the Music Industry*. Charleston Music Confab, Charleston, SC.

Shaomian, A., Nelson, A., Shane, R., & Kelsey, P. (May 2018) “*Soft Skills*” *Require “Hard Development.”* The Association of Arts Administration Educators Conference (AAAE), Houston, TX.

Shaomian, A. & Franz, T. (Mar 2018) *The Results Are In: Identifying Marketing Demographics for a Mid-Sized Performing Arts Venue in Multicultural Miami*. Music and Entertainment Industry Educators Association (MEIEA) Summit, Los Angeles, CA.

Shaomian, A., Britt, D., Stewart, D., & Fat Rat Da Czar (Mar 2018) *Making the Show: The Team Behind the Artist and the Live Music Experience*. Sport and Entertainment Venues Tomorrow (SEVT) Conference, Columbia, SC.

Shaomian, A., Schinberg, L., & Carter, E. (Oct 2017) *Arts Entrepreneurship Meets Social Entrepreneurship in the Classroom and the Community*. Social Theory, Politics, and the Arts Conference. Minneapolis, MN.

Shaomian, A. (Aug 2017) *Academia Meets Music Business*. Moderator and Panelist; Charleston Music Confab, Charleston, SC.

Shaomian, A. (June 2017) *Entertainment Management and Expert Expo*. Invited presentation: The SAVVY Arts Venture Challenge. University of South Carolina School of Music. Columbia, SC.

Shaomian, A. (May 2017) *Marketing and Social Media Strategies for Your Arts Organization*. Presentation at the Making Money III: Marketing, Development, and Audience Surveying with Purpose Seminar. South Carolina Arts Commission and the University of South Carolina. Columbia, SC.

Shaomian, A. (Apr 2017) Invited guest lecture and presentation: *Marketing for Musicians. Career Development and Entrepreneurship in Music*, College of Music. University of North Texas, Denton, TX.

Shaomian, A. (Apr 2017) Invited guest lecture and presentation for graduate course: *The Musical Entrepreneur. Career Development and Entrepreneurship in Music*, College of Music. University of North Texas, Denton, TX.

Shaomian, A., & Franz, T. (Mar 2017) *Identifying Marketing Demographics for a Midsized Performing Arts Venue in a Multicultural City*. Music and Entertainment Industry Educators (MEIEA) Summit in Chicago, IL.

Shaomian, A. (Mar 2017) *Final project judge and expert*. Invited guest lecture and presentation for Promoting Live Entertainment Events. College of HRSM. Columbia, SC.

Shaomian, A. (Mar 2017) *The history and corporate structure of Feld Entertainment*. Invited guest lecture and presentation for Intro to Live Entertainment Management. College of HRSM. Columbia, SC.

Shaomian, A., & Franz, T. (Mar 2017) *Determining Customer Lifetime Value for a Midsized Performing Arts Venue in a Multicultural City*. Sport Entertainment & Venues Tomorrow Conference (SEVT), Columbia, SC.

Shaomian, A. (Mar 2017) *Music Festival Expertise and Judge*. Invited guest lecture and presentation for Promoting Live Entertainment Events. College of HRSM. Columbia, SC.

Shaomian, A. (Mar 2017) *Taking Your Internship to the Next Level*. Invited guest lecture and presentation for Intro to Live Entertainment Management. College of HRSM. Columbia, SC.

Shaomian, A. (Mar 2017) *Arts Management and Nonprofit structures*. Invited guest lecture and presentation for Intro to Live Entertainment Management. College of HRSM. Columbia, SC.

Shaomian, A. (Feb 2017) Invited presentation: *Taking Volunteers and Interns to the Next Level*. Invited presentation. International Association of Venue Managers. Performing Arts Managers Conference (IAVM PAMC). Chicago, IL.

Shaomian, A. (Feb 2017) *Ticketing Industry Today*. Invited guest lecture and presentation for Intro to Live Entertainment Management. College of HRSM. Columbia, SC.

Shaomian, A. (Dec 2016) Invited guest lecture and presentation: *Music Entrepreneurship Challenges*. School of Music, University of South Carolina. Columbia, SC.

Shaomian, A., & Heere, B. (Nov 2016) Invited research poster presentation: *The path to loyalty among theater patrons: The importance of interaction and a sense of brand community*. Provost's Undergraduate Research Summit. University of South Carolina. Columbia, SC.

Shaomian, A. (Nov 2016) Invited guest lecture and presentation: *Entrepreneurship and Entertainment Management for the Modern Musician*. Music Teachers National Association - Columbia chapter. Columbia, SC.

Shaomian, A. (Oct 2016) Invited guest lecture and presentation: *The Business of Broadway - A Closer Look*. Department of Arts Administration, College of Fine Arts. University of Kentucky. Lexington, KY.

Shaomian, A. (Sep 2016) Invited guest lecture and presentation: *Ticketing in the Live Concert Industry*. Music Business Certificate Program. Terry College of Business. University of Georgia. Athens, GA.

Shaomian, A. (Aug 2016) Invited panelist and moderator: *The Music Industry Meets Music Academia*. New Music Confab. Charleston Music Hall, Charleston, SC.

Shaomian, A., & William, B., Morris, J., & Hopkins, J. (Apr 2016). Moderated, produced, and presented a program featuring composer William Bolcom and singer Joan Morris. University of South Carolina. Columbia, SC.

Shaomian, A., & Christensen, C. (Mar 2016). *GrouponLIVE: A Case Study*. Music and Entertainment Industry Educators (MEIEA) Summit in Washington, DC.

Shaomian, A. (Dec 2015) Invited guest lecture and presentation: *Music Entrepreneurship Challenges*. School of Music, University of South Carolina. Columbia, SC.

Shaomian, A., & Hopkins, J. (Oct 2015) Invited guest lecture and masterclass: *The Music of William Bolcom and Music Business for the Modern Musician*. Ithaca College School of Music. Ithaca, NY.

Shaomian, A., & Heere, B. (May 2015) *Strategies for community formation: How to develop a loyal 'patron' base*. Presented at Making Money II, Symposium for SC Arts organizations, Columbia, SC.

Shaomian, A., & Heere, B. (Mar 2015). Invited presentation: *The path to loyalty among theater patrons: The importance of interaction and a sense of brand community*. Music Business and Entertainment Educators Association (MEIEA) Conference. Austin, TX.

Shaomian, A., & Bacharach, B. (Feb 2015). Moderated, produced, and presented a program featuring singer-songwriter Burt Bacharach. University of South Carolina. Columbia, SC.

Shaomian, A. (Dec 2014) Invited guest lecture and presentation: *Music Entrepreneurship Challenges*. School of Music, University of South Carolina. Columbia, SC.

Shaomian, A. (Dec 2014) Invited guest lecture: *Music Business*. Mississippi University for Women Department of Music. Columbus, MS.

Shaomian, A. (Sep 2014) Invited guest presentation: *Distributed Learning at the University*. Center for Teaching Excellence. University of South Carolina. Columbia, SC.

Shaomian, A. (July 2014). Invited presentation: *Student laptops in the entertainment management classroom: Does the addition of more technology in the entertainment classroom help create an optimal learning environment or simply distract the students?* International Association of Venue Managers (IAVM) VenueConnect Conference. Portland, OR.

Shaomian, A. (June 2014) Invited presentation: *Nonprofit Management and Marketing*. City of Columbia City Hall. Columbia, SC.

Shaomian, A. (Mar 2014) *Student Laptops in the Entertainment Management Classroom: A Follow-Up to the 2013 study*. Music Business and Entertainment Educators Association (MEIEA) Conference. Nashville, TN.

Shaomian, A. (Feb 2014) Invited presentation: *Student Laptop Usage in the Classroom - A Pilot Study*. Performing Arts Managers Conference (IAVM PAMC). Kansas City, MS.

Shaomian, A. (Jan 2014) Invited presentation: *Careers in the Entertainment Management Industry*. SPARK: Carolina's Music Leadership Laboratory. School of Music. University of South Carolina. Columbia, SC.

Shaomian, A. (Dec 2013) Invited guest lecture and presentation: *Music Entrepreneurship Challenges*. School of Music, University of South Carolina. Columbia, SC.

Shaomian, A. (June 2013) Invited as guest judge: The SAVVY Musician in Action - Arts Venture Challenge. University of South Carolina School of Music. Columbia, SC.

Shaomian, A. (May 2013) *Audience Marketing and Social Media for the Nonprofit Industry*. Making Money: Marketing and Audience Development for the Nonprofit and Entertainment Industry. South Carolina Arts Commission and the University of South Carolina. Columbia, SC.

Shaomian, A. (Mar 2013) Invited presentation: Student Laptops in the Entertainment Management Classroom: An Effective Learning Tool or a Distraction? A Pilot Study on the Use of Laptops in the Classroom. Music Business and Entertainment Educators Association (MEIEA) Conference. New Orleans, LA.

Shaomian, A. (Nov 2012) Invited guest judge: University of South Carolina's Homecoming Talent Performances. University of South Carolina Homecoming. Columbia, SC.

Shaomian, A. (Oct 2012) Invited presentation: *HRSM Brown Bag Lunch Series - Entertainment Management in Academia*. University of South Carolina. College of Hospitality, Retail and Sport Management. Columbia, SC.

KEYNOTES AND PRESENTATIONS

Shaomian, A. (Oct 2023) *Taking us from COVID-19 to the Future in Entertainment Management*. Guest Lecture in course *Industria del Entretenimiento*. Professional MBA Program in the Department of Development and Management of the Entertainment Industry. University of Anahuac. Mexico City, Mexico.

Shaomian, A. (Mar 2023) *Performance Anxiety in Music*. Guest Lecture for Spark: Music Leadership at Carolina. University of South Carolina School of Music. Columbia, SC.

Shaomian, A. (Feb 2023) *An Overview of Copyright Law in Music*. Guest Lecture in IBUS 709. Professional MBA Program. University of South Carolina, Moore School of Business. Columbia, SC.

Shaomian, A. (Feb 2022) *Copyright in Entertainment*. Guest Lecture and Presentation: Professional MBA Program, Moore School of Business, University of South Carolina. Columbia, SC.

Shaomian, A. (Feb 2022) *MEIEA Meets - Producer: Practical Data Research for the Modern Music Industry — MusicID*.

Shaomian, A. (Dec 2021) Keynote: *Return to Live – How the US Touring Industry is Overcoming a Global Pandemic*; Music Focused Interdisciplinary Research & Analysis Center (MIRAC) Conference. Stockholm, Sweden.

Shaomian, A. (Oct 2021) *MEIEA Meets - Producer: The Academic Tenure Process*.

Shaomian, A. (July 2021) *MEIEA Meets - Producer: MusicID*.

Shaomian, A. (July 2021) *Brand Marketing in the Performing Arts*. Winthrop University, Summer Institute on Community Engagement, Master of Arts in Arts Administration.

Shaomian, A., & Hwang, Y. (May 2021) *How BTS Has Turned Virtual Live Concert Satisfaction During COVID-19 Into Show-Biz Dynamite*. MEIEA 42nd Virtual Summit.

Gloor, S., **Shaomian, A.**, Elton, S. & Merida, S. (Apr 2021) *Future of Higher Education in Music*. Amplify Music Conference.

Shaomian, A., Kaprelian, T., Tarr, N., & White, E. (Apr 2021) *Rethinking Music Jobs*. Amplify Music Conference.

Shaomian, A., Dorough, N., Koehler, G., Spindler, J., Wood, H., Peters, J., & Dear O. (Apr 2021) *Old Main Records & SEBA Music Industry Panel*. Wayne State University, Detroit, MI.

Shaomian, A., Johnson, G., Rolston, C., Celenza, A., Gloor, S., & Rogue, Z. (Feb 2021) *Music and Cultural Advocacy in 2021 – Music Policy Forum: Live*. Virtual.

Oesterle, U., Kellogg, Jen., Digby, D. & Norman, **Shaomian, A.**, '5-1' (Feb 2021) *The Future of Post-pandemic Live Music Leadership*. MEIAA MEETS (Virtual).

Shaomian, A., & Dunn, M. (Oct 2020) *“Dude, Where’s Your Phone?”: Live Event Experience in a Phone-Free Environment.* MEIEA 2020 Summit (Virtual).

Shaomian, A., & Dunn, M. (Oct 2020) *Industry Studies and Analysis.* MEIEA 2020 Summit (Virtual).

Shaomian, A., Merida, S., Jeralds, S., Funderburk, E., & FatRat Da Czar (Oct 2020) *Panel: Where Do We Go From Here? Perspectives on Social Justice in the Industry.* MEIEA 2020 Summit (Virtual).

Shaomian, A. (Oct 2020) *Opening Remarks and MEIEA Updates.* MEIEA 2020 Summit. Music and Entertainment Industry Educators Association. Nashville, TN. (Virtual)

Elton, S., & Ahrend, K. **Shaomian, A.,** (Oct 2020) *The Mechanical Licensing Collective (MLC).* MEIEA MEETS - PRODUCER (Virtual).

Shaomian, A. (Oct 2020) *Presenting: Emily White and Jeff McClusky.* MEIEA MEETS - PRODUCER (Virtual).

Blackmon, O., Keel, B., **Shaomian, A.,** & Cohen, P. (Sep 2020) *Steps to Idol Success: A Q&A with American Idol Supervising Casting Producer, Peter Cohen.* Middle Tennessee State University. Murfreesboro, TN. (Virtual).

Oesterle, U. & **Shaomian, A.** (Aug 2020) *An Introduction to TikTok – Trends and Analysis.* MEIEA MEETS - PRODUCER (Virtual).

Cobb, C., Gordon, J., Greenberg, J., & Lipetz, S. **Shaomian, A.,** (Aug 2020) *The Future of Live Music During a Pandemic.* MEIEA MEETS - PRODUCER (Virtual).

Shaomian, A., Garner, K., Cole, A., Hopkins, J., Powell, R., Powell, W., & Scott, D. (July 2020) *Facing the Challenge of Applied Lessons & Performance Ensembles.* MEIEA MEETS - PRODUCER (Virtual).

Tompkins, T., Dede, M., Oesterle, U., & Peters, J. **Shaomian, A.,** (July 2020) *Faculty Research / Data Analytics / Presented by Chartmetric.* MEIEA MEETS - PRODUCER (Virtual).

Wangler, K., Tarr, N., Wald, M., **Shaomian, A.,** & Grupp-Verbon, D. (July 2020) *Internships Amidst COVID-19.* MEIEA MEETS - PRODUCER (Virtual).

Shaomian, A., Gloor, S., Elton, S., & Merida, S. (Apr 2020) *Future of Higher Education in Music.* AMPLIFY MUSIC CONFERENCE (Virtual).

Shaomian, A., Tarr, N., Wangler, K., & White, E. (Apr 2020) *Future of Career Pathways.* AMPLIFY MUSIC CONFERENCE (Virtual).

Shaomian, A. (Feb 2019) *Engage! Educate! Entertain! Methods for Successful Online Teaching.* Seminar Presentation for USC Faculty and Staff. Center for Teaching Excellence, University of South Carolina.

Shaomian, A., Shiver, K., Judy, T., & Glasgow, T. (Nov 2018) *Making Music Marketing Work: Strategies for Venues of All Sizes.* Sport and Entertainment Venues Tomorrow (SEVT) Conference. Columbia, SC.

Shaomian, A. (Oct 2018) *Engage! Educate! Entertain! Methods for Successful Online Teaching.* Oktoberbest: A Symposium on Teaching. University of South Carolina. Columbia, SC.

Gillentine, A., & **Shaomian, A.** (Sep 2018) *“Texting and Twitter and Laptops! Oh My!” Student Perceptions of the Effectiveness of Computer Technologies in Sport and Entertainment Management Education.* European Sport Management Conference (EASM), Malmö, Sweden.

Shaomian, A., Adelman, C., Baity, C., McClusky, J., McNabb, V., Terry J., & Wyatt, D. (Sep 2018) *First Steps in the Music Industry.* Charleston Music Confab, Charleston, SC.

Shaomian, A., Nelson, A., Shane, R., & Kelsey, P. (May 2018) *“Soft Skills” Require “Hard Development.”* The Association of Arts Administration Educators Conference (AAAE), Houston, TX.

Shaomian, A. & Franz, T. (Mar 2018) *The Results Are In: Identifying Marketing Demographics for a Mid-Sized Performing Arts Venue in Multicultural Miami*. Music and Entertainment Industry Educators Association (MEIEA) Summit, Los Angeles, CA.

Shaomian, A., Britt, D., Stewart, D., & Fat Rat Da Czar (Mar 2018) *Making the Show: The Team Behind the Artist and the Live Music Experience*. Sport and Entertainment Venues Tomorrow (SEVT) Conference, Columbia, SC.

Shaomian, A., Schinberg, L, & Carter, E. (Oct 2017) *Arts Entrepreneurship Meets Social Entrepreneurship in the Classroom and the Community*. Social Theory, Politics, and the Arts Conference. Minneapolis, MN.

Shaomian, A. (Aug 2017) *Academia Meets Music Business*. Moderator and Panelist; Charleston Music Confab, Charleston, SC.

Shaomian, A. (June 2017) *Entertainment Management and Expert Expo*. Invited presentation: The SAVVY Arts Venture Challenge. University of South Carolina School of Music. Columbia, SC.

Shaomian, A. (June 2017) *Entertainment Management and Expert Expo*. Invited presentation: The SAVVY Arts Venture Challenge. University of South Carolina School of Music. Columbia, SC.

GRANT FUNDING

Shaomian, A. (2024) *Innovative Pedagogy Grant*. Center for Teaching Excellence (CTE). Funded: \$2,500.00.

Shaomian, A. (2022) *Innovative Pedagogy Grant*. Center for Teaching Excellence (CTE). Funded: \$2,486.64.

Shaomian, A. (2021) *Winter Session Grant*. Center for Teaching Excellence (CTE). Funded: \$500

Martin, D., Rosenbaum, M., & Todd, S. **Shaomian, A.** (2019) *Neuroscience in Service Industries: Evaluating Consumer and Employee Brain Activity in Service Settings*. College of HRSM. Funded: \$5,550.

Wangler, K., and **Shaomian, A.** *MEIEA Student Project Enrichment Grant*. The Music and Entertainment Industries Educators Association, Nashville, TN. \$2,000

Shaomian, A. (2019) *Study Abroad Travel Planning Grant*. College of HRSM. Funded: \$1,867.82.

Shaomian, A. & Gillentine, A. (2018) *MEIEA Research Grant*. Music and Entertainment Industry Educators Association (MEIEA). Funded: \$3,000.

Shaomian, A. (2017) *SEC Visiting Scholar Travel Grant*. Southeastern Conference and the University of South Carolina. Funded: \$1,018.56

Shaomian, A. (2017). *Making Money III: Marketing, Development, and Audience Surveying with Purpose*. Project Grant from the SC Arts Commission. Funded: \$3,000

Shaomian, A. (2017) SEC Visiting Scholar Travel Grant. Southeastern Conference and the University of South Carolina. Funded: \$1,018.56

Shaomian, A. (2017). *Making Money III: Marketing, Development, and Audience Surveying with Purpose*. Project Grant from the SC Arts Commission. Funded: \$3,000

Shaomian, A. (2016) SEC Visiting Scholar Travel Grant. Southeastern Conference and the University of South Carolina. Funded: \$1,800

Shaomian, A. (2016) Integrative Learning Grant for *Business of Broadway* course development. Center for Teaching Excellence – USC Leadership Initiative. Funded: \$2,999

Shaomian, A. (2015) William Bolcom - Visiting Scholars Grant. Office of the Provost. University of South Carolina. Funded: \$10,333

Shaomian, A. (2014) Teaching Innovation Grant – SPTE 404. Center for Teaching Excellence. University of South Carolina. Funded: \$3,477

Shaomian, A. (2014) International Travel Grant. College of Hospitality, Retail and Sport Management. University of South Carolina. Funded: \$1,500

Shaomian, A. (PI) (2013). Making Money II: Marketing and Audience Development for the Nonprofit and Entertainment Industry. Project Grant from the SC Arts Commission. Funded: \$1,500

Cutler, D. (PI), Brown, D. (Co-PI), Chametzky, P. (Co-PI), Graciano, A. (Co-PI), Hawley, C (Co-PI), Kress, D. (Co-PI), Richmond, R. (Co-PI), Harding, T. (Co-PI), Martin-Stuart, L. (Co-PI), Nagel, R. (Co-PI), **Shaomian, A.** (Co-PI) (2014). Arts Leadership Collaborative / Research Engagement Collaborative – SPARK seed grant. Office of the Provost, University of South Carolina. **Funded:** \$25,000.

Shaomian, A. (PI) (2014). Distributed Learning Course Development. Office of the Provost, University of South Carolina. Funded: \$7,946

Shaomian, A. (PI) (2013). Teaching Excellence Grant in Teaching Leadership. *Arts Management and Nonprofit Leadership* course development. Center for Teaching Excellence – USC Leadership Initiative. Funded: \$2,999

MEDIA INTERVIEWS AND MENTIONS

Incl. The New York Times, Forbes, Yahoo!, Times UK, The State, Orlando Sentinel, SC Public Radio.

---. “2,1 Δισ. Δολάρια Θα Εισπράξει Η Beyoncé Από Την Παγκόσμια Περιοδεία Της.” *Insider*, www.insider.gr/stiles/spend-it/274836/beyonce-21-dis-dolaria-ektimatai-oti-tha-eis-praxei-apo-tis-synaylies-tis

“Beyoncé’s ‘Renaissance World Tour’ Looks to Rake in \$500M, Marking Her Highest-Grossing Tour.” *Yahoo! Finance*, 10 Aug. 2023, <https://finance.yahoo.com/news/beyonc-renaissance-world-tour-looks-181716632.html>

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Chambers, Sam. “Beyoncé’s Billions Break New Records for Megastar Tours.” *The London Times*, 14 May 2023, www.thetimes.co.uk/article/beyonces-billions-break-new-records-for-megastar-tours-nrc6pfgv3

Cohan, Peter. “Beyoncé ‘Renaissance’ Tour Could Outearn Taylor Swift ‘Eras’ by \$500 Million.” *Forbes*, 8 May 2023, www.forbes.com/sites/petercohan/2023/05/08/beyonc-renaissance-tour-could-outearn-taylor-swift-eras-by-600-million/

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---. “Taylor Swift Could Earn \$620 Million on ‘Eras’ Tour While Ticketmaster Makes a Pittance.” *Forbes*, 20 Dec.

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- Cohan, Peter, “Why is it so hard to work out how much money Taylor Swift is making?” *Financial Times*, Nov, 2023. <https://www.ft.com/content/630a62f2-7117-43e5-89a3-3e16e73c99b6>
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- Cohan, Peter, and Giovanna Simonetti. “Turnê ‘Eras’ Pode Render US\$ 1,5 Bilhão a Taylor Swift.” *Forbes Brasil*, Apr. 2023, www.forbes.com.br/forbeslife/2023/04/turne-eras-pode-render-us-15-bilhao-a-taylor-swift
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- “Beyoncé Gasta R\$ 12 Mil Em Fast Food Para Sua Equipe.” *OFuxico*, 24 May 2023, www.ofuxico.com.br/musica/beyonce-gasta-r-12-mil-em-fast-food-para-sua-equipe
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- Mena, Bryan. “Taylor Swift Had the Best Year for Any Business Leader in Recent Memory | *CNN Business*.” 26 Dec. 2023. <https://www.cnn.com/2023/12/26/investing/taylor-swift-businessperson-of-the-year/index.html>

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- Malaika Mukaz. “‘Renaissance Tour’ : Beyoncé Toucherait Une Somme Astronomique Dépassant De 500 Millions Celle De Taylor Swift Avec Son ‘Eras Tour.’” *RTBF*, May 2023, www.rtf.be/article/renaissance-tour-beyonce-toucherait-une-somme-astronomique-depassant-de-500-millions-celle-de-taylor-swift-avec-son-eras-tour-11195710
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- . “The Return of Columbia Festivals and Events May Still Be a Long Way Off.” *PostandCourier.com*, www.postandcourier.com/free-times/news/covid19/the-return-of-columbia-festivals-and-events-may-still-be-a-long-way-off/article_f2414fca-9922-11ea-8d58-a73c38902cc5.html
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TEACHING ACTIVITY

Revised Courses at University of South Carolina, SC

SPTE 202 - Intro to Live Entertainment Management

SPTE 402 - Entertainment and the Law

SPTE 410 - Sport and Entertainment in Popular Culture

SCHC 499 - Senior Thesis

SPTE 701 - Management in the Sport and Entertainment Industry (online delivery)

COURSE DEVELOPMENT

University of South Carolina, SC

SPTE 202 - Intro to Live Entertainment Management (Asynchronous delivery)

SPTE 560 - Performing Arts Management and Leadership

SPTE 570 - Global Sport and Entertainment - Europe (Study abroad)

SPTE 570 - Global Sport and Entertainment – Mexico City (Study abroad)

SPTE 590 - Special Topics: The Business of Broadway*

SPTE 590 - Special Topics: Copyright in Entertainment Management

SPTE 720 - Advanced Live Entertainment Management

University of Miami, FL

MMI - Arts Presenting

MMI - Grant Writing

STUDENT ADVISING

Doctoral Committee Chair

– Gregory Smith (expected 2026)

Undergraduate Honors Committee Chair

– Jordan Pontelandolfo (2022). BA, Business. “The Impact of Social Media Marketing on the Broadway Industry: A Study of Hamilton: An American Musical.”

– Hailey Waller (2022). BS, Sport and Entertainment Management. “Tailgating in the United States: An Analysis On the Financial Impact of Pre-Game Festivities.”

– Bradley Rauman (2021). BA, Business, “The Budding Disruption of Blockchain Technology Upon the Current Structure of the Music Industry.”

Undergraduate Honors Committee Member

– Alyssa Johnson (2016). BS, Sport and Entertainment Management. “Authenticity in the Country Music Industry.”

HONORS AND AWARDS

Recipient, Michael J. Mungo Undergraduate Teaching Award, Office of the Provost, USC 2024

Finalist, Dennis A. Pruitt Outstanding Advocate Award, University 101 Programs, USC 2024

Finalist, University of South Carolina Carolinian Creed Champion Award 2024

Recipient, John N. Gardner Inspirational Faculty Award, The National Resource Center and USC 2023

Fellow, Emerging Leaders Program (ELP), Office of the Provost, USC 2023

Recipient, The MEIEA President’s Award, Music and Entertainment Industry Educators Association 2023

Recipient, Distinguished Research Service Award, Office of the Vice President for Research, USC 2023

Recipient, Outstanding Faculty Partner Award, Office of Student Affairs and Academic Support, USC 2023

Recipient, Varney Distinguished Teacher of the Year Award, College of HRSM 2020

Recipient, Brian J. and Linda L. Mihalik Global Scholar Award 2017

Finalist, Garnet Apple Award for Teaching Innovation, Office of the Provost, USC 2017

Finalist, Student Organization Advisor of the Year, Office of Student Affairs, USC 2017

Finalist, Michael J. Mungo Undergraduate Teaching Award 2016

Recipient, Teaching Leadership Award, Center for Teaching Excellent, USC 2014

ACADEMY SERVICE

Editorial Review Board

– *MEIEA Journal*, Music and Entertainment Industry Educators Association 2021–

Subject Matter Expert

– Entertainment Event Planning Course, National Academy Foundation 2014

Textbook Editor/Reviewer

– *Music Business Handbook and Career Guide*, Sage Publications (Editor, Ch. 13, 17, 18) 2023

– *Strategic Cultural Center Management*, Routledge 2020

– *Performing Arts Center Management*, Routledge 2017

– *The Nuts & Bolts of Grant Writing*, Sage Publications 2014

Executive Council

– *Immediate Past President*, Music and Entertainment Industry Educators Association (MEIEA) 2023
– *President*, Music and Entertainment Industry Educators Association (MEIEA) 2019–2023
– *Vice President*, Music and Entertainment Industry Educators Association (MEIEA) 2015–2019
– *General Board*, Music and Entertainment Industry Educators Association (MEIEA) 2013–2015

External Reviewer for Tenure & Promotion

– Middle Tennessee State University, Murfreesboro, TN. 2024
– University of Hartford, The Hartt School. West Hartford, CT. 2024
– Westphal College of Media Arts & Design, Drexel University. Philadelphia, PA. 2023
– School of Contemporary Arts, Ramapo College of New Jersey. Mahwah, NJ. 2022
– Department of Music, Hofstra University. Hempstead, NY. 2022
– College of Fine Arts, University of Kentucky. Lexington, KY. 2021
– Kogod School of Business, American University. Washington, DC. 2020
– NYU Steinhardt, New York University. New York, NY. 2020

FACULTY SERVICE

Committee Chair

Chair, Search Committee, Clinical Instructor, Department of SPTE 2023
Chair, Search Committee, Clinical Instructor, Department of SPTE 2022
Chair, Varney Teacher of the Year Committee, College of HRSM 2020–21
Chair, Search Committee, Clinical Instructor, Department of SPTE 2018–2019

Appointments by USC Office of the Provost

Faculty Principal, Preston Residential College for Leadership 2022–
Search Committee Member, Vice Provost for Undergraduate Affairs, Office of the Provost 2023
USC President’s Senate Executive Committee, Office of the President 2022–

Faculty Representative

Academic Affairs Committee, Office of the Provost 2022–
SPTE Journal Review and Rankings Committee, Department of SPTE 2020–2023
Teacher of the Year Committee, College of HRSM 2021–
GenNext Committee - National Association of Music Merchants (NAMM) 2021
Search Committee, Assistant Professor, Department of SPTE 2020
Faculty Senate Advisory Committee 2019–2023
Committee on Renaming of Campus Buildings (FAC) 2020–2021
McNair Institute for Entrepreneurism and Free Enterprise Faculty Group 2018–
President’s Year of Innovation and Creativity - USCreativity 2018–2019
HRSM Annual Awards Ceremony Committee 2017–2022
Leadership and Service Awards Committee, USC 2017
Russell House University Union Advisory Board, Student Affairs, USC 2014–2016
Website Information Committee, Office of the Provost, USC 2014
Community Engagement Advisory Council, Office of the Provost 2013
Nexus Tour Advisory Committee, Office of the Vice President for Research 2013

Faculty Advisor

<i>Preston Black Caucus</i>	2023-
<i>Preston PRISM</i>	2023-
<i>Preston Green Thumbs</i>	2022-
CMA Edu – Country Music Association at USC	2016-2019
SPTE Club, Dept of Sport and Entertainment Management	2016-2018
TedX USC	2013-2014

Miscellaneous

<i>Faculty Advisor</i> , SPTE Club, Dept of Sport and Entertainment Management	2016-2018
<i>Judge</i> , SAVVY Musician Chamber Music and Entrepreneurship Competition, USC	2017
<i>Judge</i> , <i>The Entrepreneurship Project</i> , USC	2017
<i>Judge</i> , Entrepreneurship Competition, School of Music, USC	2014
<i>Reviewer</i> , SPARC Graduate Research Grant Committee, Office of the VP for Research, USC	2014
<i>Faculty Advisor</i> , TedX USC	2013-2014
<i>Panelist</i> , Music Career Fair, School of Music, USC	2013-2014
<i>Co-leader</i> , New Faculty Orientation Panel, Office of the Provost and Center for Teaching Excellence	2014
<i>Judge</i> , Venture Challenge, Moore School of Business and School of Music, USC	2013
<i>Judge</i> , Discovery Day, Office of the Vice President for Research, USC	2013
<i>Judge</i> , Homecoming Talent Show, Office of Student Affairs, USC	2012

MEMBERSHIPS

Residential College Society (RCS)	2022–
Southeastern Arts Leadership Educators	2018–
Association of Arts Administration Educators (AAAAE)	2013–
College Music Society (CMS)	2012–
Music and Entertainment Industry Educators Association (MEIEA)	2012–
International Association of Venue Managers (IAVM)	2012–
Americans for the Arts	2012–

Community Service (selections)

<i>Board Member</i> , South Carolina Philharmonic Advisory Council	2020-
<i>Producer</i> , “Making Money in the Arts” Seminar Series, The South Carolina Arts Commission	2017