

CONTENTS

Acknowledgements	i
Executive Summary.....	iii
Kurzzusammenfassung.....	vii
Eidesstattliche Versicherung.....	xiii
Contents	xv
List of Abbreviations.....	xix
List of Figures	xxi
List of Tables.....	xxiii
List of Addendum.....	xxv
1 Introduction.....	1
1.1 What does Growth Hacking mean?.....	1
1.2 Development Art History and Economics.....	3
1.3 Linking Museum and Art Market.....	6
2 Data and Chapter Overview.....	10
2.1 Core-Dataset.....	10
2.2 Chapter Overview.....	13
3 Museum Support in the Field of Museum Research: Evidence from a unique Museum Survey.....	21
3.1 Introduction.....	22
3.2 Data, Methodology and Empirical Results	25
3.2.1 Database Museum.....	25
3.2.2 Database Annual Reports	26
3.2.3 Conversion of the Historical Currencies of the Databases	28
3.3 Descriptive Statistics and Analyses	29
3.3.1 Database Museum.....	29
3.3.1.1 <i>General Statistics of the Data</i>	29
3.3.1.2 <i>Response Statistics of the Museum Staff</i>	32
3.3.2 Database Annual Report.....	36

3.4	Discussion.....	38
3.5	Conclusion.....	40
4	Visitors, Exhibitions and Museums Strategies: Evidence from Museums in Germany, Switzerland and Austria.....	42
4.1	Introduction.....	43
4.2	Data and Methodology.....	46
4.3	Summary Statistics and Analyses.....	49
4.3.1	Long-term Series.....	49
4.3.1.1	<i>Descriptive Statistics</i>	49
4.3.1.2	<i>Dispersion and Trend</i>	50
4.3.1.3	<i>Correlation Matrix and Linear Dispersion</i>	55
4.3.2	Short-term Series.....	59
4.3.2.1	<i>Descriptive Statistics</i>	59
4.3.2.2	<i>Dispersion and Trend</i>	61
4.3.2.3	<i>Correlation Matrix and Linear Dispersion</i>	67
4.3.3	Linear Regression and Empirical Results.....	73
4.3.3.1	<i>Empirical Results Long-term Series</i>	74
4.3.3.2	<i>Empirical Results Short-term Series</i>	75
4.4	Discussion.....	76
4.4.1	Long-term Series.....	77
4.4.2	Short-term Series.....	80
4.5	Conclusion.....	83
5	Acquisition Policies of European Museums compared to Transactions on the International Art Market.....	85
5.1	Introduction.....	86
5.2	Data and Methodology.....	89
5.3	Summary Statistics and Initial Analyses.....	92
5.3.1	Museum.....	92
5.3.1.1	<i>Descriptive Statistics</i>	92
5.3.1.2	<i>Correlation Matrix</i>	94
5.3.2	Art Market.....	96
5.3.2.1	<i>Descriptive Statistics</i>	96
5.3.2.2	<i>Correlation Matrix</i>	98
5.3.3	Museum and Art Market.....	100
5.3.3.1	<i>Descriptive Statistics</i>	100
5.3.3.2	<i>Correlation Matrix</i>	101
5.4	Data Analyses and Results.....	101
5.4.1	Art Historical Epochs.....	102
5.4.1.1	<i>Art Market</i>	104
5.4.1.2	<i>Museum</i>	107
5.4.1.3	<i>Comparison Top 5</i>	110

5.4.2	Gender-specific Differences.....	112
5.4.2.1	<i>Art Market</i>	114
5.4.2.2	<i>Museum</i>	118
5.4.2.3	<i>Comparison Art Market and Museum</i>	120
5.5	Conclusion.....	122
6	Relationships between European Museum Acquisitions and the International Art Market: Insights and Analyses.....	124
6.1	Introduction.....	125
6.2	Previous Studies.....	126
6.2.1	Economic Approaches concerning Arts.....	126
6.2.2	General Factors influencing the Art Market Price.....	127
6.2.3	Museum and Art Historical influences on the Art Market Price.....	129
6.2.4	Influence of Gallery Sales and Museums Acquisitions on the Art Market Price.....	130
6.3	Data and Methodology.....	131
6.4	Summary Statistics and Analyses.....	133
6.4.1	Museum.....	133
6.4.1.1	<i>Descriptive Statistics</i>	133
6.4.1.2	<i>Correlation Matrix</i>	134
6.4.2	Art Market.....	135
6.4.2.1	<i>Descriptive Statistics</i>	135
6.4.2.2	<i>Correlation Matrix</i>	137
6.4.3	Comparison Museum and Art Market.....	138
6.4.3.1	<i>Timeline 54 Artists</i>	138
6.4.3.2	<i>Price Differences 54 Artists</i>	141
6.4.3.3	<i>Scatter Diagram of Museum Prices and Art Market Prices</i>	145
6.4.3.4	<i>Linear Regression and Empirical Results</i>	145
6.4.3.4.1	<i>Influence on the Art Market Price</i>	146
6.4.3.4.2	<i>Influence on the Museum Price</i>	150
6.5	Discussion.....	152
6.6	Conclusion.....	156
7	Summary and Concluding Remarks.....	158
7.1	Summary of the Results.....	158
7.2	Concluding Remarks.....	163
	Bibliography.....	167
	Appendix.....	179
A1	Appendix 1.....	180
A2	Appendix 2.....	190
A3	Appendix 3.....	196
A4	Appendix 4.....	201