

Call for Papers

International Media Management Academic Association (IMMAA) Annual Conference

Pamplona, Spain, October 24-25, 2014

Managing Online Media: Into the Next Stage of Digital

The International Media Management Academic Association (IMMAA) is pleased to invite researchers and practitioners to submit proposals for papers for the 2014 IMMAA annual conference in Pamplona, Spain, October 24-25, 2014, hosted by the University of Navarra.

Also please put into your calendar: The 2015 meeting will be in Moscow, October 23rd and 24th 2015.

IMMAA is the professional worldwide grouping of academic researchers on the subject of media management. The link among them is the desire to develop research and teaching of media management. IMMAA to create a worldwide community of researchers who discuss with each other the broader issues of change and management. IMMAA goals are to learn from the past, to engage the future, to benefit from global diversity, to be relevant, and to be connected to media professionals and policy makers.

Past annual conferences were held in Chicago, San Francisco, Saarbücken, and New York. The 2013 conference was held in Lisbon, Portugal with over 90 speakers and participants from 30 countries in attendance. IMMAA is managed this year out of the Columbia

University Institute for Tele-Information (CITI), and chaired by Prof. Eli Noam. The local conference organizing board includes Rector Alfonso Sánchez Tabernero and Dean Mónica Herrero Subias.

The upcoming conference in Pamplona (2014) aims to focus on online media and traditional media as they are affected. They will feature plenary sessions with substantial discussion time, parallel paper sessions on several tracks, track-centered discussions of papers and overarching topics, and workshops.

Submissions:

Please send completed papers or abstracts for review by the Program Committee. Submissions should be sent via email to immaaconference2014@gmail.com with the subject “Pamplona IMMAA Conference”

We also invite:

- Proposals for posters and demonstrations
- Proposals for panel topics
- Recommendations for outside keynote speaker
- Recommendations of other researchers, mailing lists, or social networks to whom a call for papers should be sent

Deadlines:

- Abstract or completed paper: August 7, 2014
- Acceptances that are based on abstracts are conditional, and subject to submission of a paper by September 1, 2014, and its

review by the Program Committee.

Registration to the Conference is a separate process.

- Instructions for registering by Credit Card for General Participants and Guests can be found here <http://www.unav.edu/web/facultad-de-comunicacion/immaa/registration-general>

- Instructions for registering by Credit Card for Students and Junior Faculty Members can be found here <http://www.unav.edu/web/facultad-de-comunicacion/immaa/registration-student-junior>

- Instructions for registering by Bank Transfer for all participants can be found here <http://www.unav.edu/web/facultad-de-comunicacion/immaa/registration>

Travel: Helpful travel information can be found here:

<http://www.unav.edu/web/facultad-de-comunicacion/immaa/getting-to-pamplona>

Tourist information can be found here:

<http://www.pamplona.es/verPagina.asp?idPag=1&idioma=5>

Registration Fees: €190, includes conference, receptions, lunches, field trip to media company, dinners; €120 for students and junior academic researchers (less than 5 years past their doctorate).

Accommodations: Special rates will be available for different categories of hotels.

Tours: There will be a walking tour of Pamplona on Thursday for early arrivals, and an excursion trip and dinner at a winery on Saturday afternoon and evening.

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There will be 3 half-day program modules, each of 3 hours, with a plenary and group discussion, followed by parallel sessions.

Module 1 “The Media and Content 2015-2025—Unanswered Questions”

Module 2 “The Transformation of Media Industries”

Module 3 “Managing Creativity and Diversity”

There will also be a workshop on Publishing in Media Management and a poster session throughout the conference. There will also be several high-profile major speakers.

Potential Themes for Parallel Sessions

Theory and Methodology

Frameworks on future media

Management theories applied

Data collection and quantitative methods

Industries

The transformation of industries

Business Models of Online Media

Next-generation Technologies and Next-Generation Impacts

Media Strategies

Marketing and Distribution

Audience Research

Advertising

Pricing Issues

Production

Content and News Creation

Consumers as Producers--Co-creation and Crowdsourcing

Managing Intellectual Assets

People

Corporate Cultures

Managing HR and Creativity

Organizational Behavior

Leadership

Diversity of Social Options

Finance

Investment Issues and Viability

Public Policy

Subsidies and Regulation

Managing, creating, and protecting Content Diversity

Globalization

Trade, Globalization, and Comparative Advantages

Regional Developments—Convergences and Particularities

Professional Development

New Approaches to Media Management Teaching

Research Methodologies, Opportunities, and Challenges

IMMAA Executive Committee:

Eli Noam, Columbia University (USA), IMMAA Chairman 2012-14;
Mónica Herrero Subias (University of Navarra) Conference Co-Chair;
Paulo Faustino, Porto University (Portugal) John Lavine, Northwestern
University (USA); Chris Scholz, Saarland University (Germany); Elena
Vartanova, Moscow State University (Russia);

Scientific Committee:

Pedro Garcia Alonso, University of Complutense of Madrid (Spain),
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Santiago Compostela University (Spain), Robert DeFillippi, Suffolk
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Media and Journalism (Portugal), George Sylvie, University of Texas
(USA), George Tsourvakas, Aristotle University (Greece), Peggy

Valcke, University of Leuven (Belgium), Zvezdan Vukanovic, University of Donja Gorica (Montenegro), Steve Wildman, State Michigan University and FCC (USA). Others TBA.

We look forward to your participation. If you have proposals or questions, please send them to immaaconference2014@gmail.com.