

Call for Papers
International Media Management Academic Association (IMMAA)
Annual Conference
September 17-18, 2015
Lomonosov Moscow State University, Faculty of Journalism
Moscow, Russia
Conference website: www.immaa.org

About IMMAA

IMMAA (International Media Management Academic Association) is the professional grouping of academics worldwide on the subject of media management. The link among them is the desire to develop research and teaching of media management for students, professionals, and researchers. IMMAA's geographical focus is global rather than regional. It aims to include but go beyond the conference presentation of academic papers in order to create a worldwide community. Academics and leaders will discuss with each other the broader issues of change, disruption, strategy, management, audience understanding, quality content as well as teaching and research. Since its inception, IMMAA has three goals: i) to learn from the past, ii) to engage the future, iii) to benefit from multinational diversity. We also aim to have links of relevance and 2-way data flows with media professionals and policy makers from around the world.

Past conferences were held in Chicago, San Francisco, Saarbrücken, New York, Lisbon, and Pamplona.

Topics to be discussed at the IMMAA-2015 conference:

1. Media business models
2. Media financing and investments;
3. Managing creative industries and media;
4. Media management research methodologies;
5. State subsidies for the media sector;
6. Policies for media innovation;
7. HR and organizational cultures;
8. Media content strategies;
9. Media entrepreneurship;
10. Trends in media consumers' behaviour;
11. Disruption, convergence and divergence in the media industries;
12. Development, creation and management of media products and services

IMMAA's sessions

To participate in IMMAA's sessions, you need to submit *an extended abstract* (5-7 pages covering theoretical background of the research, methodology, results, conclusions and discussion parts). The abstracts are expected to be related to one or more of the aforementioned general topics. The abstracts should not necessarily result from a finished research study. They may discuss a research project, which is currently being conducted by the author(s), and thus present preliminary results only. All accepted abstracts will be presented during IMMAA's sessions. All authors will have 10-15 minutes for individual or group presentations of their studies followed by questions and comments from the audience.

IMMAA's workshop

A suggested topic for a IMMAA's workshop is '*Strategy and Entrepreneurship at the Digital and Political Frontiers*'.

The factors affecting media economy and media management are becoming more and more complex and fast changing, so we saw that the technological, economical and other frontiers the media is moving towards, today go beyond horizon faster than ever before. At it seems that lately the political frontiers (from more active geopolitical games to the new twists in media policies) have been rivaling the digital in terms of the speed of changes. How does this tendency affect media industry now? Does it stimulate more the entrepreneurial risk-taking approaches or the-everything-taking-into-account strategy development? Or maybe both? Or the peculiar mixes of both with newer dimensions of entrepreneurship and strategic management? We believe that these and many other aspects of media research deserve interdisciplinary discussion that can be executed in a workshop format.

IMMAA's workshop is tentatively scheduled for September 17, 2015. The duration of the workshop is 3-4 hours with 10-15 participants involved. In order to be accepted for the workshop, one needs to submit *an extended abstract* (5-7 pages covering theoretical background of the research, methodology, results, conclusions and discussion parts) related to the topic of the workshop.

The workshop will be held in a way, which is different from the way sessions are organized. All participants of the workshop will be invited to participate in an open discussion about various issues under the overarching workshop's topic. Although participants will not be presenting their researches in a 'session-style', they are still encouraged to speak about their own research findings, teaching experience, work in the field of media marketing, media entrepreneurship and related fields, and discuss their experiences and ideas with other colleagues.

IMMAA's poster session

The poster session will be organized on the first day of the conference (September 17, 2015). Participants will be invited to present a poster outlining main ideas, theoretical and empirical results and outcomes of their research project in a visual paper format. All posters should combine text and graphics and may vary in size from 2x3 feet to 4x8 feet in dimensions. Posters will be displayed in a separate room with the researchers in attendance answering questions posed by passing colleagues.

In order to be accepted for the workshop, one needs to submit *a proposal* (1-2 pages) related to any of the conference topics. Although everyone is welcome to take part in the poster session as presenters, this format may be of particular interest to doctoral students, as well as young scholars and lecturers.

IMMAA's Executive Committee

Paulo Faustino, Porto University (Portugal), IMMAA Chairman 2014-16; Elena Vartanova, Lomonosov Moscow State University (Russia), Conference Co-Chair; Eli Noam, Columbia University (USA); John Lavine, Northwestern University (USA); Chris Scholz, Saarland University (Germany); Steve Wildman, State Michigan University and FCC (USA); Mónica Herrero Subias (University of Navarra).

IMMAA's Scientific Committee

Pedro Garcia Alonso, University of Complutense of Madrid (Spain); Patrick Badillo, University of Geneva (Switzerland); Erik Bohlin, Chalmers University of Technology (Sweden); Francisco Campos, Santiago Compostela University (Spain); Robert DeFillippi, Suffolk University (USA); Michael Latzer, University of Zurich (Switzerland), Jean Baptiste Lessourd, Universitee de la Mediterranee Marseille (France); Yu-li Liu, National Chengchi University (Taiwan); Gregory Lowe, University of Tampere (Finland); Bozena Mierzejewska, IJMM and Fordham University (USA); José Alvarez Monzoncillo, King Juan Carlos University (Spain); Sónia Virgínia Moreira, Rio de Janeiro University (Brazil); Kiyoshi

Nakamura, Waseda University (Japan); Robert Picard, Oxford University (England); Giuseppe Richeri, Università della Svizzera Italiana (Italy); Nagla Rizk, The American University in Cairo (Egypt); Estrela Serrano, Centre of Investigation in 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).

Conference venue

In 2015, IMMAA's annual conference will take place at the Faculty of Journalism, Lomonosov Moscow State University.

The history of the Faculty of Journalism dates back to 1947, when the Faculty was founded as a part of the Faculty of Philology, Lomonosov Moscow State University. In 1952, it was reorganized as an independent Faculty of Journalism. Today it is considered to be one of the leading institutions for journalism and mass communication education in Russia and CIS countries.

Since its foundation, about 15,000 mass media specialists, who currently work in different print outlets, TV channels, radio stations, news agencies in Russia and abroad graduated from the Faculty of Journalism. More than 600 international students from Europe, Asia, Africa and America pursued their degree here. About 300 graduates from CIS and other foreign countries studied here.

The alumni of the Faculty of Journalism are recognized as highly qualified professionals both in Russian and foreign media outlets. The Faculty of Journalism has earned its outstanding reputation for the high standards of academic education, various practice-orientated courses for undergraduate and graduate students, longstanding connections with media practitioners, and its broad international outreach.

Feel free to explore the Faculty of Journalism and its magnificent building on Mokhovaya street 9, just across the street from Red Square, by taking a **virtual tour** at <http://kopachev.com/2013/journ.msu/pano.html>

Social activities

Field trips to media companies

Along with a substantial schedule of plenary and thematic meetings, IMMAA-2015 conference will feature many other interesting activities for conference participants. Local team of organizers will arrange field trips to leading media companies in Moscow. Conference attendees will have a unique opportunity to get to know Russian media and journalism fields better, discuss current trends in journalism with distinguished media practitioners and compare Russian media business models with international ones.

Social program

Let us not forget about a huge variety of cultural sites one should check out when in Moscow. The perfect location of the Faculty of Journalism, MSU, - just across the street from Red Square and the Kremlin, - makes exploring Moscow easy and enjoyable. Conference attendees will be invited to join a guided tour of Red Square and nearby sites (Bolshoi theatre, Church of Christ the Saviour, etc.) and a gala dinner on September 18th, which is going to be something special! If you are planning a visit to the Bolshoi, looking for a perfect present for your loved ones, or just wondering what else Moscow can offer, the local organizing team will do its best to assist you with whatever queries you have.

Submission guidelines

Extended abstracts to the *IMMAA sessions* and the *IMMAA workshop* should be between 5 and 7 pages. Proposals for and the *IMMAA poster session* should be between 1 and 2 pages.

The author's information (full name, title, position, affiliation, contact information including email address and phone number) should be available on the cover page only.

All extended abstracts and proposals should be submitted in English.

All extended abstracts and proposals should be original and should not be under consideration for another conference at the time of submission.

Like in other academic conferences, extended abstracts and proposals should address the following points:

- Theoretical grounding;
- Specification and rationale for selected research methods;
- Description of data used (if used);
- Clear summary of the main results;
- Implications and contributions to the field of theory;
- Practical implication

These points will also be used as selection criteria.

All submissions will be peer-reviewed in a double-blind fashion by referees nominated to the conference's Program Committee.

All extended abstracts and proposals should be submitted in .doc or .docx formats electronically via paper management system. There are to be no email submissions of extended abstracts or proposals addressed to any member of the Executive or Scientific Committee.

Paper management system opened on February 10, 2015 and is available on the IMMAA's website now.

Copyright

Copyright for all extended abstracts and proposals resides with the authors. By submitting the extended abstract or the proposal, the author agrees to allow the conference organizers to have non-exclusive use of the material for publication in the conference proceedings.

Registration fees

A regular registration fee is €190

A reduced registration fee for students and junior academic researchers (less than 5 years past their doctorate) is €120

IMMAA does not provide any travel grants. Each type of fee includes conference materials, access to all conference events, receptions, lunches, field trips to media companies, dinners and social activities.

Registration fee should be paid via electronic payment system on IMMAA's website between July 12 and September 10, 2015. Procedure of paying registration fees will be described on IMMAA's website shortly.

Accommodation in Moscow

Special rates will be available for different categories of hotels. Information on the hotels will be available on the IMMAA's website shortly.

Travel information and other useful data

Information on the transportation in Moscow, cultural sites, metro system, weather conditions, etc. will be available on the IMMAA's website shortly.

Important dates

10 February 2015 Paper management system opens

7 June 2015 Deadline for submitting extended abstracts and proposals

12 July 2015 Notification of acceptance and opening of the conference registration
10 September Conference registration closes
2015
17 September Start of the conference
2015

Contact information:

For general IMMAA-related queries, including submissions and selection policy:
Paulo Faustino, Porto University (Portugal); email: faustino.paulo@gmail.com

For the queries regarding organization of the IMMAA-2015 conference in Moscow
(venue, schedule, social activities, etc.): *Anna Gladkova*, Lomonosov Moscow State
University (Russia); email: gladkova.anna@smi.msu.ru; tel.: +7 (495) 629 52 76

We look forward to welcoming you in Moscow soon!