

## 2016 IMMAA Conference in Seoul

Date: 27<sup>th</sup> – 29<sup>th</sup> October

### Conference's theme

*Disruption in Media Industries: Management and Education Challenges*

#### Conference Information

- **Venue**
  - ✓ KU Cinema Trap, Media Hall 4F, Korea University  
(Address: Media Hall 4F, 145 Anam-ro, Seongbuk-gu, Seoul)
- **Official language**
  - ✓ English
- **Hosts:**
  - ✓ School of Media & Communication, Korea University
  - ✓ Korea University Research Institute for Information & Culture  
(The Center for Media Industry, SSK IoT Forum)
  - ✓ Korea Media Management Association
- **Participants:**
  - ✓ IMMAA members, non-members, and students

# PROGRAM

## DAY1 – October 27<sup>th</sup>, Thursday

### Pre-Conference Tour and Registration

Time	Event
01:00pm – 05:00pm	Registration @Media Hall Lobby(1F)
01:30pm – 02:30pm*	Bus to Digital Media City(DMC)
02:30pm – 04:30pm	Pre-Conference Tour in DMC I – MBC World Theme Park
04:30pm – 05:00pm	Move to CJ E&M
05:00pm – 06:00pm	Pre-Conference Tour in DMC II – CJ E&M
06:00pm – 06:30pm	Bus to Dinner venue around Han-river
06:30pm – 08:00pm	Dinner @Ashley (Buffet restaurant)
08:00pm – 09:00pm	Han-river Cruise
09:00pm – 09:40pm	Bus to Media Hall, Korea University

**\*Those who are registered for DMC tour MUST come to Media Hall Lobby(1F) by 01:15pm.  
The bus will leave at 01:30pm sharp.**

**DAY2 – October 28<sup>th</sup>, Friday****Conference**

<b>Time</b>	<b>Event</b>
08:30am – 09:00am	Registration
09:00am – 09:40am	Welcome and Opening Address <ul style="list-style-type: none"> <li>- Jae Chul Shim, Dean of School of Media &amp; Communication, Korea University</li> <li>- Minsoo Shin, KMMA President / Hanyang University</li> <li>- Paulo Faustino, IMMAA Chairman / Porto University</li> <li>- Seongcheol Kim, IMMAA 2016 Conference Organizing Committee Chair / Korea University</li> </ul>
09:40am – 09:50am	Speech Guest speaker: Portuguese Ambassador to Korea
09:50am – 10:50am	IMMAA's Round Table <ul style="list-style-type: none"> <li>- Topic: The future of media business and sustainability</li> <li>- Chaired by Paulo Faustino and Steve Wildman</li> <li>- Speakers: Eli Noam, Chris Scholz, Castulus Kolo, Joseph Trappel and Seongcheol Kim</li> </ul>
10:50am – 11:10am	Tea Break
<b>11:10am – 12:25pm</b>	<b>*Parallel Sessions A</b> <b>Session A.1 &amp; Session A.2</b>
12:25pm – 01:40pm	Lunch @Mo-sim (Korean traditional food)
01:40pm - 02:10pm	Keynote Speech I Speaker: Sang Gill (Tschaik) Lee, Executive Vice President & Chief Strategy Officer at CJ E&M
02:10pm – 02:40pm	Keynote Speech II <u>PART 1: About LINE</u> Speaker: Irene Choi, Head of Communication Team at LINE Corp. <u>PART 2: About LINE TODAY</u> Speaker: James Lim, LINE Global Business Development, News TF PM
<b>02:40pm – 03:55pm</b>	<b>**Parallel Sessions B</b> <b>Session B.1 &amp; Session B.2</b>

03:55pm – 04:10pm	Tea Break
04:10pm – 05:40pm	Workshop 1 on Korean Wave - Chaired by Minsoo Shin, KMMA President - K-Pop: DJ Kim, CJ E&M - K-Shopping: Dohan Kim, CJ O Shopping - K-Game: Jong H. Wi, Chung-ang University
05:40pm – 06:00pm	Move to Crimson Lounge
06:00pm – 08:00pm	Dinner and Portuguese Wine Tasting @Crimson Lounge(Top floor of Media Hall), Korea University

## \*Parallel Session A

### Session A.1

#### ***Strengths and Weaknesses of the Field of Media Management: the Road Ahead***

**- Chaired by Paulo Faustino, Porto University**

11:10am – 11:25am	Sung Wook Ji	The Internet and Changes in Media Industry: A Cross-National Examination
11:25am – 11:40am	Mikko Villi, Katja Lehtisaari, Carl-Gustav Lindén, Mikko Grönlund	”You have to figure out how to transform and how to convert” : Digital transition in Nordic newspapers
11:40am – 11:55am	Sangwon Lee, Seonmi Lee, Sylvia Chan- Olmsted	The diffusion of tablet PC: An Empirical Analysis
11:55am – 12:10pm	Sung Hyun Lee	An organizational strategy of four VR Companies: Facebook, Google, Sony, Samsung
12:10pm – 12:25pm	Yousi Kizimula	Recapitalizing the Mass Media Industry in Uganda: The Implication for National Development

### Session A.2

#### ***Media Policies and State Subsidies***

**- Chaired by Castulus Kolo, Macromedia University**

11:10am – 11:25am	Shuying Yang, Eun Kim, Seongcheol Kim	International M&A of Chinese firms: Reverse Marco Polo effect within the media industry
11:25am – 11:40am	Masatsugu Tsuji, Yoshiharu Ichikawa	Cost Benefit Analysis of Portfolio Management of Public Service Broadcaster: Case of Japanese NHK
11:40am – 11:55am	ShinYoung Hwang, Seongcheol Kim	Does mIM experience affect satisfaction and loyalty towards O2O services launched on the mobile platform?
11:55am – 12:10pm	Yanfang Bu, Si Si	Chinese Television Market Competition and Policy Responses: A case study of Chinese reality shows market from 2012 to 2015
12:10pm – 12:25pm	Feng Yu	The effects of American, South Korean drama psychological distance on consumer response to electronic word-of- mouth

## **\*\*Parallel Session B**

### **Session B.1**

#### ***Business Models, Disruption, and Innovation I***

**- Chaired by Steve Wildman, Michigan State University**

02:40pm – 02:55pm	Tobias M. Scholz	The Business Model of eSports and how to generate money off-line and on-line
02:55pm – 03:10pm	Josef Trappel	Media Subsidies – oil or sand in the gears?
03:10pm – 03:25pm	Minzheong Song, Mercedes Medina	A Study of Media Business Comparison between Korea Telecom and Telefonica : Based on business model innovation
03:25pm – 03:40pm	Minzheong Song	A case study on Korea Telecom’s smart media business: Based on business model innovation framework
03:40pm – 03:55pm	Joschka Mütterlein, Reinhard Kunz, Wiebke Bückers	Business Model Innovation in the Media Industry: An Analysis of the Impact of Market and Technology Orientation

### **Session B.2**

#### ***Media Governance and Social Responsibility***

**- Chaired by Eli Noam, Columbia University**

02:40pm – 02:55pm	Apurva Kirti Sharma	Social Responsibility in Public Broadcasting Sector
02:55pm – 03:10pm	Jonghwa Park, Yoonhyuk Jung	An Investigation of Relationships among Privacy Concerns, Emotional Consequences, and Coping Behaviors in Location Based-Services
03:10pm – 03:25pm	Mats Nylund	Sharing, participation and platforms: Comparing startup and incumbent media strategies
03:25pm – 03:40pm	Uwe Eisenbeis, Andrea Bohne	Attracting Startups within Creative-Industries and the High Tech Sector: An Analysis of Changing Importance and Different Roles of Location Factors from Stakeholders&Perspectives
03:40pm – 03:55pm	Castulus Kolo	Contexts of disruption: The different strategic challenges of newspaper publishing in international perspective

**DAY3 – October 29<sup>th</sup>, Saturday****Conference**

<b>Time</b>	<b>Event</b>
<b>09:30am – 10:45am</b>	<b>*Parallel Sessions C (Session C.1 &amp; Session C.2)</b>
10:45am – 11:10am	Tea Break
11:10am – 12:10pm	Special Session - Looking at Values in Media Companies as Input and Output Speaker: Christian Scholz, Saarland University
12:10pm – 01:30pm	Lunch @Restaurant Bibigo
01:30pm - 02:30pm	Special Session - Strengths and Weaknesses of the Field of Media Management: the Road Ahead Speaker: Eli Noam, Columbia University
02:30pm – 04:00pm	Workshop 2 on Korean New Media Industry - Chaired by Seongcheol Kim, Korea University - OTT: Suwon Kim, Korea University - MCN: Sejung Marina Choi, Korea University - O2O: Daewon Kim, Kakao
04:00pm – 05:00pm	Moving to Dinner Venue
05:00pm – 07:00pm	Gala Dinner @Itaewon Wolhyang

## \*Parallel Session C

### Session C.1

#### *Creative Industries, Media, and Related Markets*

*- Chaired by Mercedes Medina, Navarra University*

09:30am – 09:45am	Shin-Hye Kwon, Li Lu, Byeng-Hee Chang	A Cross-National Study of Cultural Taste Factors: Focusing on Movie and Drama
09:45am – 10:00am	Philippe Wallez, Jean-Baptiste Lesourd	Internet: A Disruptive Innovation for the Media Industries? Application to case studies in the French and US regional press
10:00am – 10:15am	Min Hang, Quan Zhou	Virtual Reality in Journalism
10:15am – 10:30am	Reinhard E. Kunz, Martin Bauhofer, Joschka Mütterlein, Sebastian Kreuels	Media Technology Acceptance of Virtual Reality Sport Content
10:30am – 10:45am	Esther Namukwaya, Brian Kapere Mwanguzi	Management of Radio and Television Stations in East Africa, a case study of Uganda

### Session C.2

#### *Business Models, Disruption, and Innovation II*

*- Chaired by Christian Scholz, Saarland University*

09:30am – 09:45am	Sonya Yan Song, Steve Wildman	Using Online Media Audience Data to Develop and Refine Media Strategy
09:45am – 10:00am	Ilhem Allagui	Media start-ups and entrepreneurship: The prospect of new business in the MENA
10:00am – 10:15am	Uwe Eisenbeis, Andrea Bohne, Anja Hamberger	Trust in Success Potential of Revenue Models from an Investor Perspective: An analysis of Revenue Models and Revenue Type Combinations of German E-Business companies
10:15am – 10:30am	Li Lu	Personalized recommendation systems in online shopping: comparing automatic recommendation and manual recommendation



## IMMAA's executive board

Paulo Faustino (Porto University)

John Lavine (Northwestern University)

Eli Noam (Columbia University)

Christian Scholz (Saarland University)

Mónica Herrero (Navarra University)

Elena Vartanova (Lomonosov Moscow State University)

Steve Wildman (Michigan State University)

## Local organization

Seongcheol Kim (Korea University)

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