

International  
Media  
Management  
Academic  
Association



ANNUAL IMMAA  
CONFERENCE IN  
STUTT GART, GERMANY



# NEWSLETTER Nº 6

## *Editor's Preface*



*We are pleased to send you a new IMMAA's newsletter, which summarizes some of the main activities we have been developing in recent months, as well as other initiatives we are directly or indirectly associated with.*

*In this issue, we naturally highlight information on the IMMAA Annual Conference in Stuttgart, this next September. We also highlight the testimonies of two IMMAA's bard members (Castulus Kolo and Mónica Herrero) about their perspective and associative and teaching experience in the area of media management and economics.*

*During the first quarter of this year, IMMAA has developed some new partnerships, such as with XESCOM (Ibero-American Communication Management Network) and was present at its annual conference in Spain (A Coruña), and it will be held in Portugal (Oporto) next year, where IMMAA will be a major partner and co-organizer. Finally, we recommend some scientific journals, such as the case of the new edition of JOCIS, edited in partnership with IMMAA.*

*Soon we will give more news about what we are doing and we are looking forward to your presence in Stuttgart. Good reading, research, and lessons!*

## Why IMMAA? Answer by one of the members – Castulus Kolo

### **Who am I?**

My first academic socialization was as a physicist with a PHD thesis at CERN (Geneva, Switzerland). This was also where I came across the WWW as one of the early users in 1989. Driven by an interest for the diversity of cultures and the solutions they offer to societal challenges I completed an additional PhD in social anthropology at Ludwig-Maximilians-University (Munich, Germany). After that followed a period in consulting and applied research



with an international strategy firm and the German Fraunhofer Society in different positions - finally as board member of the latter's business advisory spin-off. The first internet boom attracted me eventually as a co-director to the corporate venture for a major German newspaper publisher, being responsible for business development. Throughout my management career I continued my academic activities as a lecturer at several universities on innovation management, media and ICT. In 2007 I went back predominantly to academia as professor for media management at the then newly founded Macromedia University (Munich, Germany), where since 2013 I am Vice President for Research & Academic Affairs. My own research is published in international journals and is

focused on the preconditions, the diffusion as well as the effects of (media) innovations at the intersection of economy, society and technology.

### **What does IMMAA mean to you?**

Having a rather unusual background, IMMAA was very supportive in giving me access to a scientific community and to knit personal ties therein. I am very grateful for that and happy to contribute now for IMMAA to prosper and welcome new and additional media management researchers as well as academic teachers. Media management as a very dynamic field requires the kind of open discourse with diverse perspectives characteristic for IMMAA in order to stay up to date when informing decisions in academia as well as in industry, and politics.

### **Your contribution?**

Macromedia is a university of applied sciences with an emphasis on industry relevant teaching. Hence, contributing to a joint understanding of what media management education should aim for and cover in terms of key topics will be a focus of my activities within IMMAA. Given my background I also see as a source for input in my industry relations as well as my experience with technology – the latter being an increasingly important factor in media management.



**Next IMMAA Conference 2018 takes place in Stuttgart, Germany**

IMMAA Annual Conference 2018 will take place from September 13th to 15th at Hochschule der Medien in Stuttgart, Germany (Stuttgart Media University) represented by Prof. Dr. Uwe Eisenbeis, Professor for Media Management and Economics. The main topic of the conference will be Strategic Media Management & Media Business Models. Also there will be a special track on eSports and Media Management.

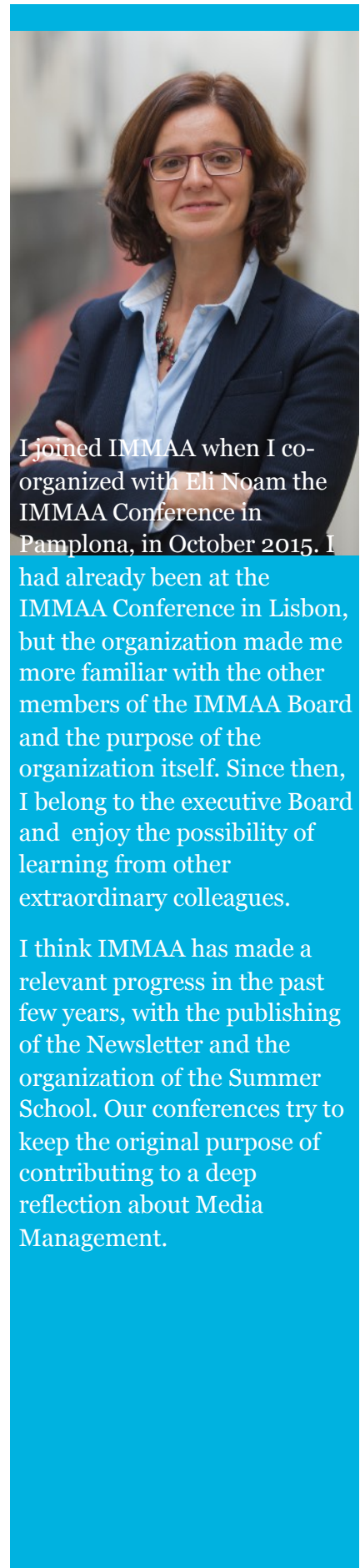


While the range of topics addressed at the IMMAA's 2018 Annual Conference in Stuttgart (Germany) may be as broad as the issues that must be addressed by managers and policy makers in media markets (Strategic Media Management, Media Business Models), the 2018 conference will also organize special tracks on eSports and Media Management Education.

Papers with relevance for management research, practice and teaching are welcome. In addition to the specific conference focus and the special track, paper proposals that address more general issues with regard to the management of the media and the teaching of media management are welcome:

- Value Creation and Business Models
- Disruption and Innovation in Media Markets
- Impact of latest Trends and Technologies
- Emerging Media Markets
- Media Entrepreneurship and Small Companies
- Venture Capital, Crowdfunding and Media Financing
- Cooperation and Competition in Media Markets
- Media Audience and Research Metrics
- Media Business Research Methods
- Innovation in Teaching Approaches and Formats

### **Critical dates**



I joined IMMAA when I co-organized with Eli Noam the IMMAA Conference in Pamplona, in October 2015. I

had already been at the IMMAA Conference in Lisbon, but the organization made me more familiar with the other members of the IMMAA Board and the purpose of the organization itself. Since then, I belong to the executive Board and enjoy the possibility of learning from other extraordinary colleagues.

I think IMMAA has made a relevant progress in the past few years, with the publishing of the Newsletter and the organization of the Summer School. Our conferences try to keep the original purpose of contributing to a deep reflection about Media Management.

**May 15, 2018** – Deadline for submitting abstracts and panel proposals

**June 15, 2018** – Notification of abstract or panel proposal acceptance

**July 15, 2018** – Deadline for second stage abstract submission for late movers (abstract acceptance depending on available places within the conference schedule/sessions)

**July 15, 2018** – Deadline for reduced fee early-bird registrations

**August 15, 2018** – Final registration deadline

**September 13, 14 and 15, 2018** – IMMAA CONFERENCE



### Submission guidelines

Paper submissions and panel proposals will be judged on the basis of extended abstracts that should be between 5 and 7 pages long (1,500 to 2,500 words) and send to: [immaa2018@mw.hdm-stuttgart.de](mailto:immaa2018@mw.hdm-stuttgart.de).



On a separate page, submitters should include with their abstracts full name, title, position, affiliation and contact information (including email address and phone number) for all contributing authors.

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

### Registration fees

The early bird registration fee is €200 and the fee for later registrations is €250. A reduced registration fee of €140 is available for students and junior academic researchers (less than 5 years past receipt of their doctorate).

For more information, please consult our website [www.IMMAA.org](http://www.IMMAA.org) or contact **Paulo Faustino**: [paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com) or **Uwe Eisenbeis**: [eisenbeis@hdm-stuttgart.de](mailto:eisenbeis@hdm-stuttgart.de).

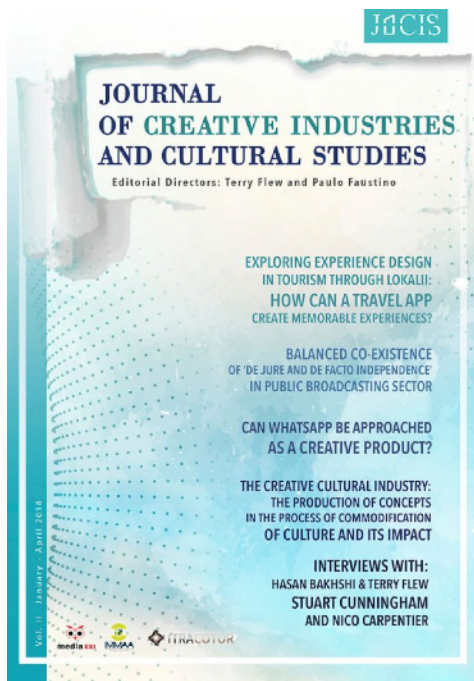
## Paulo Faustino as President of IMMAA took part in recent XESCOM

On March 22nd, Paulo Faustino, as a President of the International Media Management Academic Association, was present at the III International Symposium on Communication Management (XESCOM), where he spoke on the theme of "Surviving for Innovation in Models of Hybrid Business: between the theory and practices of strategic and tactical management". This

year's symposium, dedicated to media innovation, also strengthened the ties between both groups, and as such, the next annual conference of XESCOM, in April 2019, will also be supported by IMMAA.

## Literature Recommendations

### JOCIS Call for Papers

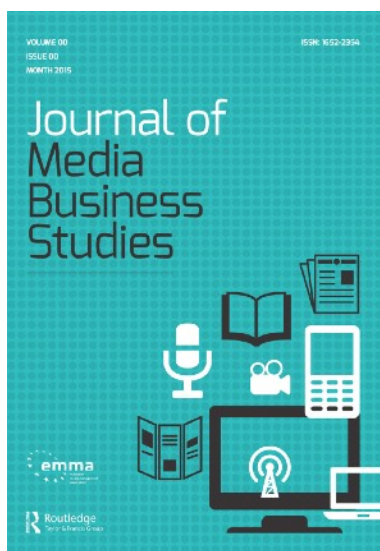


JOCIS is a Scientific Journal, created by MediaXXI/Formalpress, in partnership with several international entities, such as International Media Management Academic Association – IMMAA, and also with the collaboration of the Centre for Research in Communication, Information and Digital Culture (CIC.Digital), of the Faculty of Arts and Humanities of University of Oporto and the Faculty of Social and Human Sciences of University Nova of Lisbon.

Co-directed by Terry Flew e Paulo Faustino, JOCIS is thought, developed and designed by an high qualified international team with a respectful combined years of experience and peer reviewed by the most reputed academics and experts in the fields of Creative and Cultural Industries.

Call for Papers for the third issue is now opened. Send your submission today to [jocis@mediaxxi.com](mailto:jocis@mediaxxi.com). For more information visit: <https://www.mediaxxi.com/>

## Introducing Journal of Media Business Studies Special Issue on Strategic Management in the Media Industries



IMMAA Annual Conference 2018 will take place from September 13th to 15th at Hochschule der Medien in Stuttgart, Germany (Stuttgart Media University) represented by Prof. Dr. Uwe Eisenbeis, Professor for Media Management and Economics. The main topic of the conference will be Strategic Media Management & Media Business Models. Also there will be a special track on eSports and Media Management.

The media industry is going through a period of accelerating changes, transformation and disruption driven by rapid technology developments.

Obviously, these developments have profound effects on management strategies and industry development. Articles from media management and media economics scholars have studied

the phenomenon mostly from empirical angles, while general and strategic management scholars have used media abundantly as a field of investigation for theory-building, but not for advancing insights about the functioning of the industries per se. What seems to be missing is a stronger scholarly exchange in order to tap into the mutual synergies by introducing advanced theories of strategic management to studies of media sectors.

The aim of this special issue on Strategic Management in the Media Industries is to advance our understanding of the media industry by examining specificities of strategic management and strategy work in the media context, and to shed light on the strategic approaches of media firms to manage the challenges and threats of a high-velocity business environment, in order to advance strategic media management theory.

### **Call for papers**

Specific topics of relevance to this special issue and upon which submissions are invited include, but are not limited to:

- How do ecosystems in the media industries differ from other industry sectors in terms of their strategic management?
- How does research on the specificities of the media industries challenge or expand theories in strategic management?
- How can media firms build and maintain competitive advantage in a changing world characterized by increasing uncertainty, complexity and competition?
- How can strategic management research in the areas of platform markets, networks, multi-sided markets, ambidexterity, sharing, and crowdfunding be applied to the media industries?
- How can theories from strategic management explain particular strategic leadership challenges faced by media companies?
- How can the strategic drivers of family firms and other ownership forms in the media industries be explained?
- What can other technology-driven industries affected by vertical unbundling and industry convergence learn from strategic management of media organizations?

The deadline for submissions is **April 15, 2018**. Please mark your submission as special issue submission. Questions regarding the special issue can be directed to the guest editor Sabine Baumann [sabine.baumann@jade-hs.de](mailto:sabine.baumann@jade-hs.de). Full details about the journal and the prescribed format for manuscript submissions can be found at: <http://www.tandfonline.com/loi/romb>.

***The Newsletter was created by the IMMAA under the auspices of the Lomonosov Moscow University Faculty of Journalism and Media XXI Publishing&Consulting.***

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