

Attendees:

- Pablo Boczkowski, MIT Sloan School of Management, Cambridge, MA, USA.
- Bobby Calder, Northwestern Kellogg Graduate School of Management, Media Management Center, Evanston, IL, USA.
- Baoguo Cui, Tsinghua University, Beijing, China.
- Steve Duke, Media Management Center, Evanston, IL, USA.
- Uwe Eisenbeis, University of Saarland, Saarbrücken, Saarland, Germany.
- Paulo Faustino, University Independente, Lisbon, Portugal.
- Al Greco, Fordham University, New York, NY, USA.
- Fredrik Hertzman, University of Kalmar, Kalmar, Smaland, Sweden.
- Lucy Küng, University of St. Gallen, Zurich, Switzerland.
- Stephen Lacy, Michigan State University, East Lansing, MI, USA.
- Tuen-Yu Lau, University of Washington, Seattle, WA, USA.
- John Lavine, Northwestern's Kellogg Graduate School of Management, Medill School of Journalism, Media Management Center, Evanston, IL, USA.
- Moon Haeng Lee, University of SungKyunKwam, Seoul, Korea.
- Lily Yuli Liu, National Chengchi University, Taipei, Taiwan, China.
- Bill Lome, Media Management Center, Evanston, IL, USA.
- Miles Maguire, University of Wisconsin Oshkosh, Oshkosh, WI, USA.
- Li-Chuan Evelyn Mai, Beijing Normal University, Zhuhai City, Guangdong, China.
- Ed Malthouse, Medill School of Journalism, Media Management Center, Evanston, IL, USA.
- Hugh Martin, University of Georgia, Athens, GA, USA.
- Phil Napoli, Fordham University, New York, NY, USA.
- Eli Noam, Columbia Business School, New York, NY, USA.
- Sora Park, Kwangwoon University, Seoul, Korea.
- Francisco Pérez-Latré, University of Navarra, Pamplona, Spain.
- Örjan Petersson, University of Kalmar, Kalmar, Smaland, Sweden.
- Robert Picard, Jönköping International Business School, Jönköping, Sweden.
- Christian Scholz, University of Saarland, Saarbrücken, Saarland, Germany.
- Insa Sjurts, Hamburg Media School, Hamburg, Germany.
- Mike Smith, Northwestern Kellogg Graduate School of Management, Medill School of Journalism, Media Management Center, Evanston, IL, USA.
- Yiu Ming To, Hong Kong Baptist University, Hong Kong, China.
- Erik Wilberg, University of Gothenburg, Drammen, Norway
- Steven Wildman, Michigan State University, East Lansing, MI, USA.