

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)

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. Identify to what the theme(s) your paper fits best from the list below, or propose an additional theme for the paper.

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: July 25, 2014
- Acceptances that are based on abstracts only are conditional, and subject to submission of a paper in progress by September 1, 2014, and its review by the Program Committee.

Submissions should be sent with the subject “Pamplona IMMAA Conference” via email at immaaconference2014@gmail.com).

2014 Conference Venue: University of Navarra, in Pamplona, Spain. Local Conference Organizing Board: Rector Alfonso Sánchez Tabernero and Dean Mónica Herrero Subias.

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 tour to a media company, as well as organized sightseeing following the conference.

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Potential Session Themes

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

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Executive Committee:

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

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), 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.