



CALL FOR PAPERS

THE EXCITING WORLD OF MEDIA MANAGEMENT

Strategic Media Management & Media Business Models

plus special tracks on
eSports and Media Management Education

2018 Annual Conference of International Media Management Academic Association

www.IMMAA.org

Stuttgart, September 13 to 15, 2018

hosted by Hochschule der Medien (Stuttgart Media University), Germany

About IMMAA

IMMAA (International Media Management Academic Association) is a global association of academics researching critical issues of media management with the goal of improving practice and understanding of media markets and institutions for the ultimate benefit of media managers and the students who will be the media managers of the future. Its diverse international membership fosters and promotes an appreciation for the differences among countries and cultures that contribute to characteristics that differentiate national media markets and shape relationships among them. Past conferences were held in Chicago, San Francisco, Saarbrücken, New York, Lisbon, Pamplona, Moscow, Seoul and Sao Paulo.



Strategic Media Management, Media Business Models, eSports, Media Management Teaching

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

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

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.

All submissions will be peer-reviewed in a double-blind fashion by referees nominated to the Conference Program Committee. All extended abstracts and proposals should be submitted in .doc or.docx formats electronically via email (immaa2018@mw.hdm-stuttgart.de).

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

There will be a second stage abstract submission process. The identical submission guidelines formulated above apply for this second stage abstract submission process. In addition, acceptance of second stage abstract submissions is based on available places within the conference schedule/within the sessions.

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 or contact Paulo Faustino: paulo.faustino.immaa@gmail.com or Uwe Eisenbeis: eisenbeis@hdm-stuttgart.de

Contact/Local Organizer

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