



**Call For Papers**  
**IMMAA Conference 2023**  
**Media Transformation. A road map for the future**

Al Akhawayn University in Ifrane, Ifrane, Morocco, Oct. 19-21, 2023

The International Media Management Academic Association (IMMAA) invites submissions of theoretical and empirical research papers and case studies on all aspects of media management for its 17th conference, Oct 19-21, 2023, in Ifrane, Morocco. Hosted by Al-Akhawayn University in Ifrane (AUI), the conference aims to bring together academics, senior and early career researchers, and professionals in all areas of media management, new media, economics, corporate communication and related fields. IMMAA strives to be a truly international association and encourages participation from all countries in English, Arabic, and French (official and spoken languages of the host country).

The 2023 IMMAA conference theme is Media Transformation: A Road map for the future. We welcome submissions addressing the challenges and opportunities of media management in the new digital and technological transformation era. We suggest three P axes:

**Purpose:** Why and What do media need to transform?

**People:** How prepared are media institutions and media managers for the transformation?

**Processes:** How should the media proceed with the change?

We also welcome topics that engage with the following topics but are not limited to:

- Business models for media and digital media
- Monetization strategies for content
- Audience engagement and measurement
- Social media and its impact on traditional media
- The use of artificial intelligence and machine learning in media management
- The role of data and analytics in media decision-making
- Media regulation in the digital age
- The future of media and entertainment industries
- Innovation, media entrepreneurship, and start-ups
- Research and renewed methodological approaches to study and teach media management

Submissions of extended abstracts should be at most seven pages or 2000 words (double space, font 12). The empirical papers should include the research objective and a summary of the conceptual framework, methodological approach, findings, discussion, and limitations. Submissions of panel proposals should include a 300-word purpose of the panel, abstracts of 300 words for each presentation, and a 100-word short bio of each panelist and the panel organizer/chair.

All submissions will be subject to a double peer-review process. The best conference papers will be invited to publish their research in the *Journal of Creative Industries and Cultural Studies* (editors Terry Flew and Paulo Faustino).

All submissions should be sent to [conference@immaa.org](mailto:conference@immaa.org). The deadline is extended as below:

**Deadline and Conference registration fees:**

Submission until June 30: conference fees of 220 euro

Late submission until July 28: conference fees of 270 euro.

**About IMMAA**

IMMAA (International Media Management Academic Association) is a global association of academics researching critical media management issues to improve the practice and understanding of media markets and institutions. 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 cities that include Chicago, San Francisco, Saarbrücken, New York, Lisbon, Pamplona, Moscow, Seoul, Sao Paulo, Stuttgart, Doha, and Porto.

**About Al Akhawayn University in Ifrane (AUI)**

Al Akhawayn University in Ifrane (AUI) is accredited by the New England Commission of Higher Education (NECHE). It educates the future citizen-leaders of Morocco and the world through a globally oriented, English-language liberal arts curriculum based on the North American system. The academic community of students, faculty, and staff work together to foster excellence and identity through teaching and learning favorable to developing equity and social responsibility. The AUI houses the Hillary Rodham Clinton Center for Women's Empowerment (HCC). The HCC advances scholarship and knowledge production about gender and women's rights in North Africa, but it also contains grassroots outreach programs for rural women that are mostly designed to empower rural women's associations to become economically self-reliant. Home to over 2,200 students from around the world, the 75-hectare campus houses student facilities, including seven academic buildings, a library, 21 student residences, four dining halls, shops, sports centers, and research labs.

Visit the IMMAA website, [www.immaa.org](http://www.immaa.org), for more information about the program, travel, and accommodation details.

We look forward to your participation in this 17th IMMAA conference and welcoming you in Ifrane, Morocco, Oct. 19-21, 2023.

If you have any questions, please email [conference@immaa.org](mailto:conference@immaa.org).