



Topical
Forum-2021
coming soon

IMMAA
CONFERENCE
2021 IS
CANCELLED

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NEWSLETTER #13

President's Preface | By Castulus Kolo



Dear associates of IMMAA, academic colleagues, and industry experts,

More than one year passed after the COVID-19 pandemic hit the world and changed lives often in critical ways that promise to have much longer-lasting effects: shifts in our jobs, higher education, media usage, eating habits, and even our collective sense of time.

The impact is and probably will be uneven and inequitable across different groups and nations.

However, we hope this newsletter finds you and your beloved healthy and in good moods. Take care and be wise to push back the pandemic!

We are unhappy to announce that the **Annual Conference of the International Media Management Academic Association (IMMAA)** at the Universidad de Navarra, Madrid (August 31 – September 2, 2021) **will not take place** due to our sense of the social responsibility in these quite unpredictable times. IMMAA Conference has always been a safe and productive place for all the attendants and scientific collaborators, which might not be possible in the hybrid format and might be still quite dangerous in the offline mode.

Despite the sad news we are announcing **another virtual Topical Forum-2021** that will take place *November 19th and 20th* adapted to different time zones on each day under the working title **“One year into the pandemic and a changing world of media”**. We kindly encourage researchers as well as industry experts to join it and to continue our last year's experience. We will share details in the next newsletter.

Learn the latest news and updates also on our page on LinkedIn: <https://www.linkedin.com/company/immaa-international-media-management-academic-association>

Columbia Webinar Announcement

Whilst a virtual conference cannot really substitute the spirit of a physical IMMAA conference that is very much based on bringing together young academics with senior scholars and industry decision makers, we are happy to announce a webinar series organized by Eli Noam and co-sponsored by his Columbia Institute for Tele- Information and IMMAA. These seminars aim to contribute to the community of media management researchers by providing a discussion platform for general presentations of new work, ideas, issues, and personalities.

The next event in monthly virtual luncheon series will be:

Luis Cabral

Professor of Economics and International Business, New York University

August 5, 2021

Luis Cabral is the Paganelli-Bull Professor of Economics and International Business and the Chair of the Economic Department at NYU's Stern School of Business. Prof. Cabral's research is focused on the dynamics of firm competition, both from the antitrust and the strategy perspectives. His research topics include networks and network effects; corporate reputation; and a focus on media and entertainment industries. In addition to numerous journal articles, he is the author of *Introduction to Industrial Organization*, a textbook translated and adopted by universities in dozens of countries worldwide. From 2004-2009, he was a member of European Commission President Barroso's Group of Economic Policy Analysis (a group of 12 members).

To register visit: <https://citiimmaacabral.eventbrite.com>

Forthcoming speakers:

Andrea Prat

Professor of Business and Economics, Columbia University

September 2, 2021

José Esteves

Associate Dean, MBA and TECHMBA Programs; Professor, Information Systems & Technology, IE Business School, Madrid, Spain

October 7, 2021

Julia Cagé

Associate Professor of Economics, Sciences Po, Paris; CEPR Research Fellow

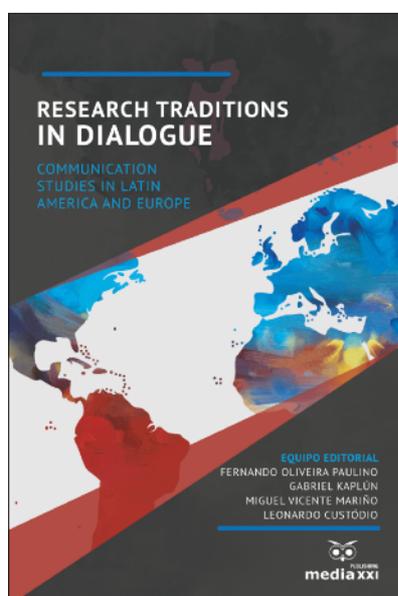
November 4, 2021

The Technology, Business, and Economics of Streaming Video / The Content, Impact, and Regulation of Streaming Video

by **Eli Noam**

The first monograph, Eli Noam, “The Technology, Business, and Economics of Streaming Video” reviews the new technology of the emerging “media clouds” of online TV, their long-term trend, and the implications. It discusses the new industry and its business models.

The second book, Eli Noam, “The Content, Impact, and Regulation of Streaming Video” analyzes how the new software and hardware elements affect styles and genres of video content, the societal effects, and the policy implications. Both volumes (Book 1; Book 2;) are available from Elgar Publishing with a 35% discount (promo code NOAM35.)



Research Traditions in Dialogue: Communication Studies in Latin America and Europe

Edited by Fernando Oliveira Paulino, Gabriel Kaplún, Miguel Vicente Mariño, and Leonardo Custódio

This book is a meeting point, a place where the paths and efforts of authors and scientific associations converge to overcome the ocean that separates them to collectively build a panoramic

vision of Communication Research, based on critical dialogue and institutional cooperation. These pages are one of the main fruits of the collaboration established between the Latin American Association of Communication Researchers (ALAI) and the European Communication Research and Education Association (ECREA).

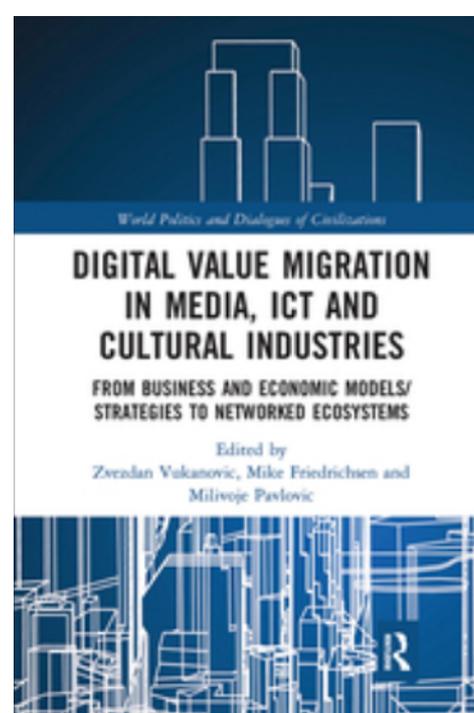
A support that has also been received from the University of Brasilia and the University of Valladolid. The historical evolution of the field of Communication is a stimulating object of study, since its analysis allows us to observe the relationships – or its absence – that are established between people and groups that share training, theoretical concepts and research methods, but that have not had a reflexive conversation about what separates and unites them. Thus, functionalism, critical theory, cultural studies, alternative currents, decolonial or postcolonial proposals, and feminist movements shape this innovative editorial proposal, which allows systematizing part of the existing knowledge about the evolution and consolidation of Communication as an autonomous scientific discipline, both in Latin America and in Europe.

Digital Value Migration in Media, ICT and Cultural Industries: From Business and Economic Models/Strategies to Networked Ecosystems

Edited by Zvezdan Vukanovic, Mike Friedrichsen, Milivoje Pavlovic

This monograph establishes, highlights, identifies, evaluates and provides/facilitates rich insight into the complex nature and a wide spectrum of the research agenda in different digital value migration in media corporations and ICT companies as well as a highly fluid, dynamic, contested, undulating, volatile and exponentially – digitally transforming technology including new technologies, multi-platform distributions, advertising models. It illustrates how such values affect digital media and ICT corporate stakeholders and markets.

Including and representing chapters from reputable international expert scholars' cutting-edge research in the U.S. and Europe i.e., John Carey-Fordham University; Paulo Faustino-Porto University; Mike Friedrichsen-Stuttgart Media University; Zvezdan Vukanovic-University of Donja Gorica - Montenegro, Milivoje Pavlovic-Megatrend University, José Maria Álvarez-Monzoncillo-Rey Juan Carlos University in Madrid; George Tsourvakas-Aristotle University of Thessaloniki; the book is a primer in these respective thematic fields ultimately illuminating (1) what is at stake and what forces drive and constrain Digital Value Migration in Media, ICT and Cultural Industries in global hypercompetitive markets; (2) eminently practical explanation of the evolutionary juxtaposition of media business and technological paradigm shifts of the changing digital media and ICT scene from an interdisciplinary perspective, providing a number of major trends, determinants, activities, insights as well as broad impact and implications from business, economic, managerial, marketing, organizational, technological, entrepreneurial, intercultural and sociocultural approaches. Hence, the editors/authors hope that this monograph will stimulate a lively debate about this topic in Europe, North America, and beyond.



What to read in Journal of Creative Industries and Cultural Studies Vol. VI

Articles:

“Technological Advances and the Future of Corporate and Marketing Communication” by Castulus Kolo and Florian Haumer;

“Innovations in Legacy Media Institutions: the Case of Al Jazeera Media Network” by Ilhem Allagui

“Artificial Intelligence-based Voice Assistants as Social Media Platform” by Alex Mari;

“Digital Transformation of Television Companies in Russia” by Andrey Vyrkovsky, Daria Vyugina, and Elena Vartanova.



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