



ANNUAL IMMAA
CONFERENCE
IN QATAR



ANNUAL IMMAA
CONFERENCE
IN SPAIN - 2020

**HAPPY
NEW
2020**

NEWSLETTER Nº 9

President's Preface | By Dr. Castulus Kolo



With great respect for my predecessor and the founders I will do my best to further develop IMMAA together with the wonderful executive team as a lively and inspiring community. By bridging academia and industry, we shall work jointly for research insights, employability of students, and successful media management practice.

Having a rather unusual background, IMMAA was very supportive in giving me access to a scientific community and to knit personal ties therein. I am very

grateful for that and happy to contribute for IMMAA to prosper and welcome new and additional media management researchers as well as educators. Media management as a very dynamic field requires the kind of open discourse with diverse perspectives characteristic for IMMAA in order to stay up to date when informing decisions in academia as well as in industry, and politics.

Happy New Year to the community of media management academics as well as the colleagues from the media industry practice on behalf of the executive board of IMMAA. Hope to see you in 2020 on the IMMAA conference in Madrid!

Castulus Kolo was elected as new president of IMMAA, taking over from Paulo Faustino in 2019.

Vice President for Academic
Affairs and Research
Programme Media Economy
Graduate School, Media
Faculty
Macromedia University of
Applied Sciences
Munich, Germany

PhD in Physics at CERN
(Geneva, Switzerland)
PhD in Social Anthropology
at Ludwig-Maximilians-
University (Munich,
Germany)

Chris Scholz will not be with us anymore

"In October the International Media Management Academic Association (IMMAA) met in Doha, Qatar. As we celebrated our closing dinner an email arrived with the sad news. Everyone present was shocked at hearing that Chris was not with us anymore. We spent considerable time talking and reminiscing about him. I am sure he would have liked it, because the praise that was heaped about him as a person, his role in our association, and his contributions to many aspects of academic management scholarship in general. Together with John Lavine, Chris was the founder of IMMAA, establishing academic standards and a personal network. Chris was an active board member and contributor to the conferences. His work and insights were inspiring, and he leaves behind a set of excellent students who have made a career in academia and the private sector.

*Chris was a man of enormous productivity and broad perspective. His contributions in the HR field go far beyond media, as does his work on Generation Z. While I cannot speak for IMMAA as an organization, I know that he will be missed by everyone at IMMAA who had the privilege to interact with him. I will miss his good judgment, personal integrity, and collegial friendship", – **Eli Noam.***

"The origin and history of IMMAA is closely linked to Chris Scholz. It was in fall 2003 when Chris Scholz started a research trip to New York and Chicago – travelling for international research was one of his passions. He met Eli Noam in New York and John Lavine in Chicago and this was the beginning of a friendship. The fundamental idea behind that trip: meeting people and sharing ideas on how to teach media management. In retrospect, this was the initial ignition for John Lavine to invite 30 people in 2004 to come to Chicago for the International Media Management Academic Forum (later renamed IMMAA).



Together with John Lavine, Chris Scholz was the founder of IMMAA. Chris was an active board member and contributor to many conferences. In 2007 Chris Scholz hosted the IMMAA conference in Saarbruecken (Germany). All attendees will remember the evening before the official conference program: all participants were invited to Chris' home to have a barbecue in his garden and to celebrate international media management research.

While the core of his research and teaching was on human resource management, strategic management and organisational behaviour, the media and media management has evolved from a hobby to his passion. This passion was inspiring for everyone, and he leaves behind a set of excellent students who have made a career in academia and the private sector. We are all very sad here. He was a friend, a mentor, and as we call it in Germany, my „Doktorvater“. I worked with Chris Scholz and at his institute for more than 10 years. We will miss his

charismatic nature, his advocacy for rigor and relevance and his collegial friendship", – Uwe Eisenbeis.

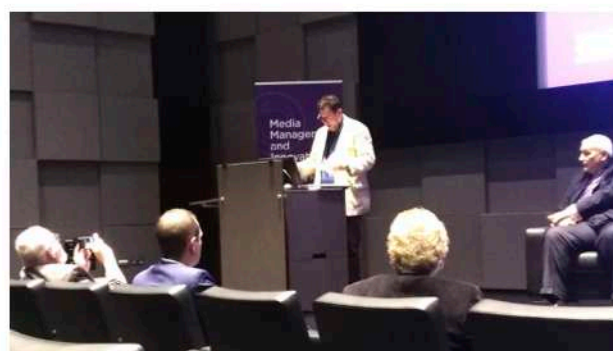
"That Chris' passing is a loss for our project goes without saying, but it is an even bigger loss for the global community of media economics and management scholars. Those of you who knew him know that on a personal level he was a warm and generous human being who gladly shared with others the considerable expertise and perspective he had developed over the course of a distinguished academic career. He was a mentor to many, including both doctoral students he supervised and others who were fortunate enough to fall into his orbit. Guided by a sense of intellectual rigor we would all do well to emulate, he produced innovative research of his own and helped others meet the same high standards he set for himself. It was my good fortune to get to know Chris through the International Media Management Academic Association (IMMAA), which he co-founded with John Levine. While saddened by the fact that we cannot complete the current edited book together, the opportunity to work with Chris on this project is one I will always treasure", – Steve Wildman.

Report about Annual IMMAA Conference in Doha, Qatar



The International Media Management Academic Association's (IMMAA) 2019 conference was the first-ever international conference hosted by NU-Q in Doha and welcomed conferees from 15 countries, including France, Germany, India, Iran, Italy, Kuwait, Portugal, Russia, Spain, South Korea, Switzerland, Turkey, the United Arab Emirates, and the United States.

In his opening remarks, NU-Q Dean and CEO Everette E. Dennis introduced the conference chair Paulo Faustino, a noted Portuguese media management scholar and publisher, both acknowledging Northwestern University's role in founding the IMMAA in 2004 under the leadership of the former dean of the Medill School, John Lavine, and Eli Noam of Columbia University, who was present at the conference.



As Dennis declared, "The IMMAA has championed the study of media economics and management in schools of communication,



business, and journalism; and the process has both advanced theory and solved real-world media business problems.” He added that “NU-Q’s commitment to foster exceptional learning spaces for students and faculty will push the boundaries of the debates in this field even further.”

The conference in plenary sessions and panels considered education for media management, media cities, legacy and social media, media

influencers, TV binge-watching, new media audiences and metrics, business models, cryptocurrency in media, data journalism, and other topics in some 40 sessions over three days.

Qatar’s media scene was the focus of a panel led by Dennis including NU-Q faculty Ilhem Allagui and Gregory Lowe, both media management scholars, and Gregory Bergida, NU-Q’s director of planning and strategy. The Qatar media ecosystem was described as “bold and robust with such features at Al Jazeera, beIN SPORTS, legacy media, and heavy social media use.”

A session was also held to discuss the latest findings from NU-Q’s longitudinal Media Use in the Middle East 2018 survey. Those attending expressed interest in the study which has been conducted at NU-Q since 2013, with Noam declaring it “an important and unprecedented effort by a school and a model for others.”

Participants also toured NU-Q’s building and museum - The Media Majlis at Northwestern University in Qatar, as well as other sites across Doha including Education city, Msheireb and Al Jazeera Media Network. Participants ended the visit by attending the closing of the 2019 IAAF World Athletics championship held in Khalifa stadium.



The Board would like to thank Ilhem Allagui and Everette E. Dennis for hosting the conference - they did a fantastic job to make this three day scientific experience happen.

In 2020, IMMAA Conference will be hosted by University of Navarra (Campus Madrid), between the 24th and the 26th of September. The Board is happy also to announce Mercedes Medina as the leading scholar and coordinator in the conference preparation.

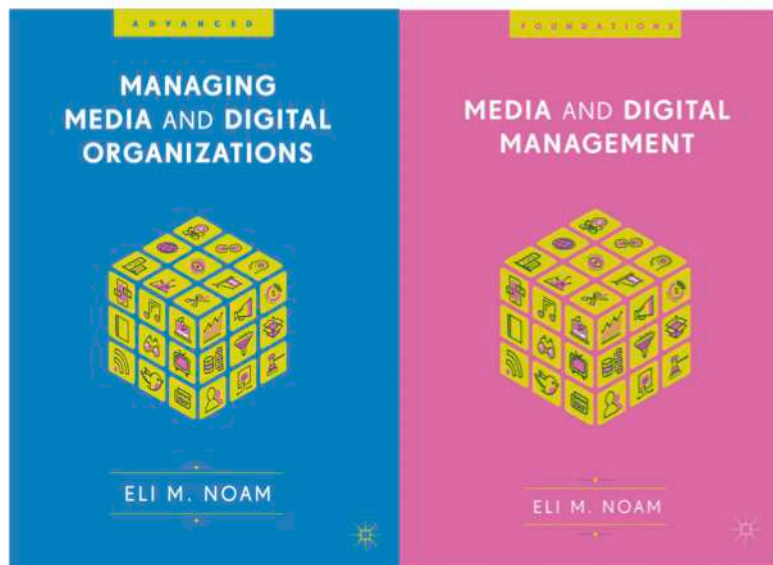
Two New Textbooks on Media & Digital Management

By Eli Noam

Two new textbooks by Prof. Eli Noam of Columbia University, director of the Columbia Institute for Tele-Information (CITI) and former President of the International Media Management Academic Association (IMMAA) have just been published by Palgrave Macmillan. The first book – *Media and Digital Management* – is geared towards undergraduate students. The second book – *Managing Media and Digital Organisations* – addresses graduate students and media professionals. Both textbooks take the major components of an MBA program and apply

them to the media, media-tech, and digital sector. Chapters cover the major business functions: the management of finance, production, marketing, distribution, technology, people, pricing, market research, intellectual assets, government relations, and strategy. This is a work that helps advancing and integrating the entire field, and it can serve industry professionals and academics as a handbook.

The books have been endorsed by several luminaries in academia and the private sector, including Vint Cerf (Google), Gerald Levin (fmr. CEO, Time Warner), Alfonso Sanchez-Tabernero (President, University of Navarra), Ivan Seidenberg (fmr. CEO, Verizon), Elena Vartanova (Dean, Moscow State University), and Robert Zitter (fmr. CTO, HBO).



"The books take most major components of a management program and apply them to the media and information sector. There is no book, I believe, of similar depth and breadth. The books have already been well received and have been endorsed by several luminaries," – tells us professor Eli Noam.

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

1. Foreword by guest editor Paul Murschetz.
2. Articles: "Social Media Celebrities as Digital Media Entrepreneurs: Capturing an Emergent Phenomenon" by Castulus Kolo; "The European Entrepreneurship Competence Framework (EntreComp). A Conceptual Model Built and Tested by the European Commission's Joint Research Centre" by Margherita Bacigalupo; "Participatory Journalism and Mediatized Engagement. A Critical Discussion of Two Emergent Perspectives on Digital Journalism Research" by Oscar Westlund and Paul Clemens Murschetz; "Cultural Entrepreneurship and Spatial Distribution. A Case Study Analysis of Cuba" by Janet Rojas Martínez, Jorge Alfredo Carballo Concepción.
3. Reports: "XESCOM 2019 – Highlights of the symposium – novelty on scientific research" by Vânia Sousa; "PIMENED – The Oporto's Seminars" by Bruno Pires.
4. An Interview with John Pavlik: "Journalism and Creative Industries in the Digital World" by Mónica Rodrigues.
5. Book reviews: "Handbook of Media Management and Economics", Alan Albarran, Bozena Mierzejewska and Jaemin Jung; "Media and Digital Management & Managing Media and Digital Organizations" by Eli Noam; "Partnering Your Business with Artists, a Win-Win Relation" by Carmen Zita Monereo.



Generations Z in Europe: Inputs, Insights and Implications (Changing Context of Managing People)

edited by Christian Scholz and Anne Rennig



The last book edited by Professor Scholz that was published shortly before he passed away. It saw the light only thanks to Chris' talent to unite and inspire scientists all over the world to work together.

Using a variety of perspectives from social science, media theory and literary studies, the book creates a showcase of existing and new theoretical and scientific approaches to exploring current challenges relating to Generation Z workers. The voices of theorists such as Karl Mannheim, Jean Baudrillard and Neil Postman are utilized to understand and reflect on the different social, cultural and political contexts for Generation Z in Europe and the need to sensitize organizations to the needs of these young future employees.

Chapters offer analysis exploring nine different national contexts from Spain, Great Britain, France, The Netherlands, Italy, Germany, Serbia, Bulgaria and Russia. Key themes

highlighted across these studies include: digital socialization, intellectual capital, social engagement, aging organizations and the digital divide. The discussion of future implications and the conclusions offered make this book an illuminating read for both researchers and practitioners working within areas of Business and Human Resource Management.

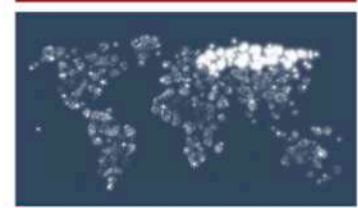
Russian media: a call for theorizing the economic change, Russian Journal of Communication

By Elena Vartanova

This article attempts to analyse and discuss the nature of economic change in Russian media. For this purpose, the author uses the influential conceptual approaches to the Russian media industry, elaborated on by the Russian and foreign media scholars, considering both media economic tradition and a transitional media approach, focusing on the classical concept of cultural industries and the latest econometric data analysis as well. Beyond this theoretical overview, the Russian media industry is explored in the last decades, with a view to the major market indicators. The present state of the Russian media industry is discussed by focusing on the current trends and processes, such as commercialization, digitalization, and de-regulation, taking into account its national specificities. The author argues that the media's economic change in post-Soviet Russia produces an interesting research case of the media industry characterized both by universal market-driven and nationally determined features.

Link to this article: <https://doi.org/10.1080/19409419.2019.1572531>

Russian Journal of Communication



Volume 11 Number 3 2019

Routledge
Taylor & Francis Group

ISSN 1940-9419

Volume 40, Number 3 • Summer 2019

NRJNewspaper
Research
Journal

- Strategic challenges of newspaper publishing in an international perspective
- Brand disclosure and source partiality affect native advertising recognition and media credibility
- The local-mobile paradox: Missed innovation opportunities at local newspapers
- Organizational adaptations to social media: How social media news workers in the Philippines are embedded in newsrooms and influences on editorial practices
- Civic participation and connectivity with a metro newspaper
- Sharing the pain? An examination of CEO and executive compensation of publicly traded newspaper companies
 - How market orientation and ethics affected coverage of marijuana legalization

Newspaper Research Journal is published by SAGE Publications on behalf of the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication.

journals.sagepub.com/home/nrj
ISSN: 0739-5329

Strategic challenges of newspaper publishing in an international perspective, Newspaper Research Journal

By **Castulus Kolo**

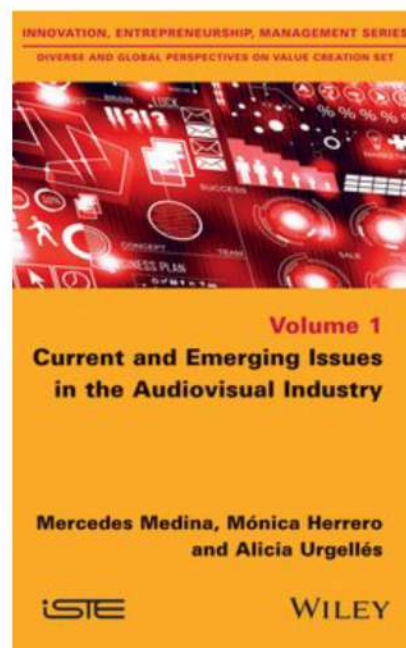
The article offers an analysis of newspaper industries in their national contexts that exhibits strategic clusters of similar challenges, imposed by digital transformation and socio-economic change. While growth of media in general, newspaper reach, and Internet penetration are dominant factors framing the prosperity of newspaper publishing, dynamics of digital revenues from advertising and circulation still vary substantially also within such clusters. Only in very few countries, publishers achieve to collectively combine (still) growing overall revenues with advanced digital transformation.

Link to this article: <https://doi.org/10.1177/0739532919862367>

Current and Emerging Issues in the Audiovisual Industry

By **Mercedes Medina, Mónica Herrero, Alicia Urgellés**

This book focuses on the challenges of competition in television broadcasting markets. The issues that arise with the transforming audiovisual industry are observed with a focus on audiences and consumers. The ideas collected here are the result of years of market observation, conversations with media managers and trend analysis. Although some of the examples provided come from the Spanish market, the theories, reflections and detected trends are valid for other countries as well. The authors look for answers to questions regarding market dynamics, innovation in content development and revenue streams; sustainability and content quality; internationalization, business opportunities, distribution and acquisitions policies and the situation of the market's new entrants and legacy media.



The Newsletter was created by the IMMAA under the auspices of the Lomonosov Moscow University Faculty of Journalism and Media XXI Publishing&Consulting.

IMMAA Chairman — Castulus Kolo

IMMAA Board: Eli Noam, Uwe Eisenbeis, Steve Wildman, Paulo Faustino, Francisco Rolfsen Belda, Seongcheol Kim, Mercedes Medina, Zvezdan Vukanovic, Elena Vartanova

Editor in Chief – Paulo Faustino

Editorial Office – Elena Vartanova, Sofia Brontvein, Daria Vyugina

Editorial Assistants – Dinara Tokbaeva, Diogo Resende and Mónica Rodrigues