



International Media Management Academic Association

IMMAA NEWSLETTER

March 2024 | N°18

President's Preface | Ilhem Allagui



Dear IMMAA community

In this 2024 Spring issue of the Newsletter, we are excited to share the Call for Papers for the 18th IMMAA conference in Santiago, Chile, Oct 16-18, 2024. After a successful meeting in Morocco, marking its first conference in Africa, IMMAA heads to Santiago, Chile, for its next academic event, a city known for its natural beauty and rich cultural heritage. IMMAA's conference is hosted by The School of Communication at The Universidad de Los Andes in Santiago. We are grateful to IMMAA member and friend, Cristobal Benavides Almarza, the Dean of the School of Communication, for hosting the event and for his kind invitation.

The host team invites participants to explore how Artificial Intelligence (AI) is reshaping media management and opening vistas for innovation. AI is unequivocally revolutionizing content creation, curation, and distribution as audience behavior becomes predictable through machine learning algorithms, affecting what and how to communicate. Creative content creation can now be improved through AI-generated text, music, and arts, which can be tailored to the personalized interests of audiences to enhance their consumption experience. Media managers are empowered with real-time insights to make informed

decisions and optimize operations within an ethical and responsible framework. Media professionals must be skilled to navigate the complexities of the new AI-driven media landscape. Training and educational media management programs must integrate AI-related learning, practical case studies, and interaction with the industry to foster discussion and encourage collaborations with tech companies. This program will leverage innovation and equip students with skills and competencies to shape the future of media management in the new digital age.

The 18th IMMAA conference invites you to explore the opportunities presented by AI integration in media management; it is important to be prepared for the transformation ahead.

See the full [Call for Papers here](#). We look forward to receiving your proposals!

In this newsletter, you will find about the upcoming CITI/IMMAA online seminars. We also have two new CITI-IMMAA Seminars' Recaps, with Shelly Palmer and Jaron Lanier. Shelly Palmer, CEO, the Palmer Group and professor at Syracuse University discusses the Intractable Problem of Alignment in AI, and Jaron Lanier, Computer Scientist and Author explores Virtual reality and its applications. These recaps provide concise summaries and highlight key points from informative and thought-provoking webinars delivered by distinguished experts on management and policy matters in media and the digital economy. Please visit our website to read the recaps and check the section below in this newsletter or visit the CITI-IMMAA Seminar's [page](#) to learn about upcoming speakers.

The latest edition of the Journal of Creative Industries and Cultural Studies (JOCIS) has been released. Check out the articles that have been published in this volume.

Finally, if you have recently published a book and want to share it with the IMMAA community, please do let us know. We would be more than happy to feature it in our upcoming newsletter.

I hope to see you in Santiago, Chile, for the 18th IMMAA conference, Oct. 16-18, 2024. Till then, keep well!



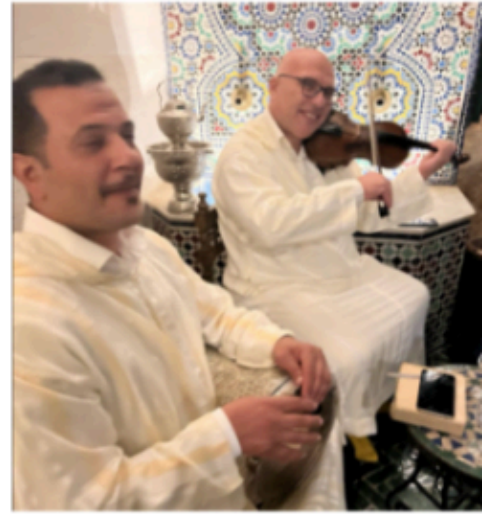
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Report About the IMMAA Conference in Ifrane, Morocco

The 2023 IMMAA Annual Conference was held in Ifrane, Morocco, from Oct 19-22, 2023, hosted by Al Akhawayn University in Ifrane and Dr. Bouziane Ziad. The conference welcomed a community of eminent scholars, professionals, and early-career academics, including Ph.D. students.

During the opening conference plenary session, local media professionals presented insightful data and practices about the media landscape in Morocco. The second plenary session paid tribute to the Marrakech-Safi earthquake victims and discussed the media handling of crises. Columbia University's Dr Eli Noam presented a scenario where AI is not the enemy or the unknown, but AI as people's friend. His talk, "AI Can Be Your Friend: Personal AI as a Gamechanger for Consumers and the Regulatory Process", was groundbreaking as he introduced AI as a personal assistant in people's lives. Another plenary session engaged in conversation about diversity in the media, and was entitled What competencies do media need to uphold the value of 'discursive diversity'? Reconceptualizing diversity management from a communication-centered perspective of polyphony. Other sessions explored Human representations of AI and VR in media or the marketing potential of the Metaverse. Several sessions discussed topics like digital migration of audiences, media platforms, ecosystems, and strategies for audience engagement.

The conference included social and cultural events, including a visit to Fez, the country's cultural capital, known for its medieval architecture and its souks.



Please visit our website to see [more pictures](#) from the IMMAA Conference in Ifrane.

Call for Papers

2024 IMMAA Conference in Santiago, Chile

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 18th conference, Oct 16-18, 2024, in Santiago de Chile. Hosted by Universidad de los Andes-Chile, 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. IMMMAA strives to be a truly international association and encourages participation from all countries in English and Spanish (official and spoken language of the host country).

The 2024 IMMMAA conference theme is: *Irruption of Artificial Intelligence (AI): New Challenges and Opportunities for the Media Industry*.

In recent years, the irruption of Artificial Intelligence (AI) has been a cross-cutting theme in most industries and the media has been no exception. Academic research has approached this topic from different perspectives: technological, management, financial, editorial, ethical, and creative.

The call of this conference is to present papers that aim to answer the following questions:

- How to apply AI to improve the management of journalistic or entertainment products?
- How to use AI tools to better connect with audiences?
- How do newsrooms use AI to capture attention, create interactivity or generate engagement?
- How does AI enable effectiveness in the newsroom?
- How can fake news be countered?
- How does AI improve storytelling?
- What are the ethical challenges of adopting this AI technology?
- What are the legal challenges in using audience data?

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
- New news products in Social Media
- 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 for publication.

All submissions should be sent to immaa.chile2024@uandes.cl or fcom@uandes.cl.

- Deadline Abstract: April 15, 2024
- Notification of acceptance: May 15, 2024
- Deadline and Conference registration fees:
- Registration by June 30: Conference fees of 300 euros
- Registration after June 30: Conference fees of 350 euros.
- Note: The acceptance notification email will provide you with the conference registration details.

About Universidad de los Andes

Universidad de los Andes (UANDES) is a private university that is ranked second in Chile, behind the major and historic universities (Universidad Católica, private). The School of Communication was created 30 years ago, and in its short existence has become one of the most influential communication programs in Chile. The School of Communication seeks to deepen knowledge in the communication field. It encourages academic dialogue, learning by doing, and the eagerness to serve society. It also aims to be a center of excellence, characterized by its openness to the cultural and moral challenges of society, and its desire to respond to them with innovative solutions. Faculty, alumni and students strive to be pivotal actors in the engagement of the school with society. Located at the foot of the Cordillera de los Andes, large green areas with spaces for teaching and research, academic faculties and university life, sports and recreation, culture, and spiritual assistance, coexist in its 52 hectares. The campus has eight academic buildings: Central, Humanities, Sciences, Library, El Reloj, Mecano, ESE Business School and the complex formed by the Center for Biomedical Research and the Teaching and Simulation Unit (CIB-UDS), which total more than 69,000 built square meters.

We look forward to your participation in this 18th IMMAA conference and welcoming you to Santiago de Chile, Oct. 16-18, 2024.

If you have any questions, please email immaa.chile2024@uandes.cl; or fcom@uandes.cl.

CITI IMMAA Seminars & Recaps

Upcoming events

March 7, 2024: Xavier Oliver, Former President of Tiempo BBDO Advertising Agency and Professor of the IESE Business School. “The Paradox of the Content Consumer”

Link to register: <https://cmlink.me/2ca/r71036>

April 4th, 2024: John Sargent, Former CEO Macmillan Publishers and executive Vice President of Holtzbrinck Publishing Group. “The Economics and Management of Online Book

Publishing”

Link to register: <https://cglink.me/2ca/r71038>

May 2, 2024: Dr. Jonas Fohr and Florian Schmitt, Strategic Management Consultants at Suedwestrundfunk (Germany) “Understanding Today to Plan for Tomorrow: How a German Public Service Media Company Applies Strategic Foresight to Prepare for Tomorrow”

Link to register: <https://cglink.me/2ca/r71039>

CITI IMMAA Recaps



Speaker, Shelly Palmer

[The Intractable Problem of Alignment in AI](#)

Shelly Palmer is the CEO of the Palmer Group and a media and technology expert. Known for his captivating presentations, he explores the impact of AI and large language models like GPT-3. Palmer emphasizes responsible AI development, addressing bias, and navigating the opportunities and challenges of AI in society.

[Read More](#)



Speaker, Jaron Lanier

[Pioneer of Virtual Reality Technology and Applications](#)

Famous computer scientist and author Jaron Lanier engaged in a fascinating conversation coordinated by Columbia Institute for Tele-Information (CITI) founder Eli Noam, on technology, virtual reality, and the metaverse.

[Read More](#)

Position Announcement

Open rank position in media management and economics at Penn State University

This is a tenured/tenure-track position at the assistant/ associate/ full professor level), for someone teaching and pursuing research on the economics and management of the media, telecommunications, and information industries. Terminal degree (PhD, JD etc.) required. Please find the [job call](#) for this position.

Publications

The latest edition of the [Journal of Creative Industries and Cultural Studies \(JOCIS\)](#) has been released. This 10th volume includes five articles: The first is about Nigeria media and is entitled Toward a Prosperous Creative Industry in Nigeria: Perspective and Policy Imperatives, by Kizito Ogedi Alakwe. Emma Duester authored Precarious Careers: A Longitudinal Study with Contemporary Visual Artists from Emerging to Established Career Stages. Robert Defilippi discussed the changes in the arts and entertainment industry in his article, Digital Transformations in Arts and Entertainment. Discussing the video streaming industry in MENA, Ilhem Allagui and Abenezzer Bekele authored The Rising Business of Video Streaming in MENA. Finally, Raul Rios-Rodríguez, David Rodeiro-Pazos, Paulo Faustino and Sara Fernández-López addressed the newspaper publishing business in Portugal, in their paper entitled, Leverage and Profitability of Newspaper Publishers: A Financial Analysis of the Portuguese Industry (2008-2019).

This issue also features a summary of the latest book by Pablo Medina Aguerrebere and Ignasi Ferrer Lorenzo, entitled "Management Handbook for Advertising Agencies". This volume of JOCIS closes with highlights from the "By the Book8" conference, organized by the European Publishing Studies Association (EuroPub), which took place in Portugal in 2023.

Visit the latest edition [here](#).

The Journal of Creative Industries and Cultural Studies (JOCIS) is a Scientific Journal created by MediaXXI/ Formalpress in partnership with the International Media Management Academic Association (IMMAA). Co-directed by Terry Flew and Paulo Faustino, JOCIS is created, designed, and peer-reviewed by a highly qualified international team of academic researchers and publishers with years of experience. The journal is indexed in several databases, such as EBSCO, ERIH Plus, e-LIS, Dialnet, Latindex, Google Scholar Citations and MIAR.

Become IMMAA member

With IMMAA, you become part of a vibrant international network interested in the media business.

As an IMMAA member, free of charge, you get priority news and registration to events, publication opportunities, newsletters, access to workshops, mentorship programs, and priceless opportunities to expand your network. Members get a priority invite to the annual IMMAA Conference that honors our diverse community and brings us together to discuss global topics and the latest trends in the media industry. Start your journey with IMMAA and join our community. Visit

(immaa.org/become-a-member) to learn more about how IMMAA can help you achieve your career goals. All you need to do is provide your name and email. Welcome to the IMMAA family!

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This Newsletter was created by the IMMAA under the auspices of the [Lomonosov Moscow University Faculty of Journalism](#) and [Media XXI Publishing & Consulting](#).

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