

International Media Management Academic Association

IMMAA NEWSLETTER

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Gregory Ferrell Lowe



From the IMMAA President, Gregory Ferrell Lowe

These are fascinating times for the field of media management and economics as the next wave of disruption and transformation is accelerating with advances in GenAI and platformization. IMMAA plays an important role in clarifying the dynamics and effects, and helping to facilitate developing insight and understanding at the leading edge of R&D in scholarship and practice. If you are not yet an IMMAA member, we warmly welcome you to join our community and contribute your expertise, research, ideas, and collegial relations to further enrich this growing international community.

Since I was elected President at the close of the 2024 IMMAA conference in Santiago, Chile, the Executive Board has launched a significant development process with two essential goals. One is to establish IMMAA as a legally registered academic association. The other is to lead and coordinate a project to integrate IMMAA and the World Media Economics and Management Conference, WMEMC.

We have a new Working Group to lead the collaborative process needed to achieve these ambitious goals that will result in the most global fully chartered academic association supporting the development of media management and economics as a multidisciplinary field. The Working Group is chaired by me in the role of IMMAA President and as a former president of both WMEMC and the European Media Management Association (emma). The other members are:

- Eli Noam at Columbia University, USA, and IMMAA Executive Board Member
- María Elena Gutiérrez Rentería at Universidad Panamericana, Mexico, and current WMEMC President
- Bjorn von Rimsha at Johann Gutenberg University of Mainz, Germany, and current WMEMC Vice President
- Castulus Kalo at the Macromedia University of Applied Sciences, Germany, IMMAA Executive Board Member, and a former president of both emma and IMMAA
- Anna Jupowicz-Ginalska at the University of Warsaw, Poland, and current Vice President of emma and principle conference organizer for WMEMC 2027

There will be much to report on progress in future newsletters and in annual conferences, beginning with the first IMMAA General Assembly in the 2025 IMMAA conference in Cairo next month. The Work Group will invite the participation, contributions, and distributed leadership from many colleagues in a collaboration to accomplish the many tasks required to achieve the goals.

This is an exciting time for media industries, companies, and managers, and for the community of researchers, educators and practitioners that comprise the International Media Management Academic Association.



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IMMAA Highlights

Global Media Management Updates

Discover the latest news, events, and publications from IMMAA scholars and partners shaping the future of media innovation, sustainability, and strategy.



Welcome to IMMAA 2025 in Cairo!

The organizers are putting the final touches on the annual conference – three days of keynotes, panels, and networking on the future of media innovation and sustainability, October 17–19 at the American University in Cairo.

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Insights from WMEMC 2025

From AI and digital platforms to ethics and sustainability, WMEMC 2025 in Warsaw was a well attended, successful conference of global media experts investigating the media industry's most pressing challenges. Read reflections from Profs Gillian Doyle and Anna Jupowicz-Ginalska.

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Empowering Media Innovation: emma 2025 in Rome

The 22nd European Media Management Association (emma) Conference gathered 120 scholars at the LUISS Business School for a successful conference on sustainable, human-centered innovations and the growing role of AI in media.

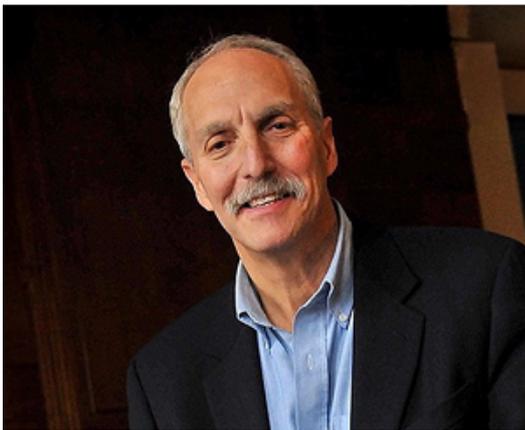
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CITI-IMMAA Seminars 2024/25 Recap

Columbia University's CITI and IMMAA hosted a year-long series of monthly seminars on global media strategy, management, and policy. Leading experts shared insights on AI, influencer marketing, digital infrastructure, media trust, and more.

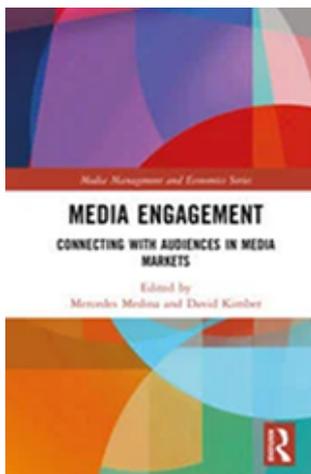
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Academic Profile: Richard Gershon

Western Michigan University Professor Emeritus Richard Gershon, a leading scholar in media and telecommunications, has published the 2nd edition of *Digital Media and Innovation*, offering fresh insights on business models, the impact of AI, and developments in digital strategies.

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Book Release: Media Engagement

Edited by IMMAA Board member Mercedes Medina (University of Navarra) with David Kimber (Universidad de los Andes), this Routledge volume explores global perspectives on audience engagement in media markets. A must read for researchers in the field.

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Become IMMAA member

IMMAA invites professors, researchers, practitioners, and students from around the

world to join our vibrant and diverse global network. United by a commitment to advance knowledge in media management and support innovation in practices, the International Media Management Academic Association brings together experienced and emerging scholars with professional networks to foster dialogue, build expertise, and grow our strongly interconnected community.

Membership is free of charge. Our priority is to support networking growth, sharing insights, and cultivating opportunities for engagement. Members receive priority news and event registration, publication, and networking opportunities, access to the newsletter, workshops, and mentorship programs. Subscribe now at:
<https://immaa.org/become-an-immaa-member/>



Priority news and registration to events



Publication opportunities



Networking opportunities



Newsletters subscription



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Share Your Expertise in the IMMAA Newsletter

IMMAA welcomes contributions from its network and beyond. We encourage members and readers to submit short summaries of their work, book reviews, and event coverage for inclusion in upcoming editions of the newsletter. Your insights help expand the community's knowledge and bring fresh perspectives to media management. To contribute, use the contact form available on the IMMAA website:

<https://immaa.org/contact-us/>

Stay Connected

Continue the conversation and stay updated by following IMMAA on [LinkedIn](#) and [Facebook](#). Connect with peers, share news and events, and help shape the future of media management research and practice.

This Newsletter was created by the **International Media Management Academic Association (IMMAA)**.

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