



IMMAA

INTERNATIONAL MEDIA MANAGEMENT
ACADEMIC ASSOCIATION

**BRIDGING CULTURES IN
MEDIA MANAGEMENT**
IMMAA 2026 Conference
MACAU — 14-17 OCTOBER

PROGRAMME

PRE-CONFERENCE

DAY 1

14th of October 2026

Casa Garden

PRE-CONFERENCE PROGRAMME

MACAU - CHINA

DAY 1 | Venue || Casa Garden

OPENING

9:30 – 10:00 || Welcome and Reception

Location: Garden

10:00 – 10:20 || Inauguration and welcome addresses

Organisers: José Manuel Simões || Paulo Faustino || José Miguel Encarnação || Gregory Ferrell Lowe

10:20 – 10:45 || Group Photo

Location: Garden

10:45 – 12:15 || Talk — Similarities and Differences in East and West Media Practices

Chairs: Jorge Silva and Paulo Faustino

Speakers: Anna Jupowicz-Ginalska || Elena Gutiérrez Rentería || Francisco Rolfsen Belda || João Francisco Pinto || Gregory Ferrell Lowe

Location: Auditorium

12:15 – 13:30 || Lunch break

Location: Lunch at participants' discretion



13:30 – 14:30 || Guided visit — Historic Centre of Macau

Guided Tour: Miguel de Senna Fernandes

14:30 – 17:00 || Industry talk/panel — Macau media directors and personalities invited by IMMAA – Media Business Models, Sustainability, Audiences and Challenges – from a small city to a region.

Chair: Jerusa Antunes

Speakers: José Miguel Encarnação: O Clarim - Catholic Weekly Newspaper || André Jegundo: TDM Teledifusão de Macau, S. A. || José Carlos Matias: Macau Business (Monthly Magazine) || Fernando Ferreira: Plataforma (Weekly Newspaper).

Location: Auditorium

17:30 – 19:30 || Welcome Dinner (cocktail)

Location: Macau Military Club - Members' bar



SCIENTIFIC CONFERENCE

DAY 2

15th of October 2026

IPOR

CONFERENCE PROGRAMME

MACAU - CHINA

DAY 2 | Venue || IPOR

10:00 – 10:30 || Morning Coffee

Location: Café IPOR



10:30 – 11:00 || Conference Opening — Invited talks

Organisers: José Manuel Simões || Paulo Faustino || José Miguel Encarnação || Gregory Ferrell Lowe

11:00 – 12:00 || Inaugural talk — Media Management and Policy for AI-Human Interaction

Chair: Gregory Ferrell Lowe

Speaker: Eli Noam

Location: IPOR - Consulate Auditorium

12:00 – 13:25 || Networking Lunch

Location: Café IPOR



AFTERNOON (13:25 – 14:45)

— S01 — 13:25 – 14:45 || Parallel Sessions || Room: Room 1 || Chair: José Carlos Matias

Bridging Cultures in Macau: Multicultural Journalism, Localisation, Digital Art, and Film

Time	Author(s)	Paper title
13:25–13:40 15 min.	José Manuel Simões	Multicultural Journalism in Macau: Cultural Diversity and the Press Support System
13:40–13:55 15 min.	Daniel Filipe Farinha; Paulo Faustino	Preserving the Past After the Mint: Sustainability, Stewardship, and Hidden Infrastructure Costs in Crypto-Art Platforms
13:55–14:10 15 min.	Wang Yibu	Bridging Cultures Through Content Localisation: How Chinese Streaming Platforms Adapt to Portuguese-Speaking Markets
14:10–14:25 15 min.	Miguel Rosa Duque; Paulo Faustino	Artificial Intelligence (AI) framework for Macau Filmmakers

Q&A of 15/20 min after all presentations.

— S02 — 13:25 – 14:45 || Parallel Sessions || Room: Room 2 || Chair: Paulo Faustino

Public Service Media and State Communication in Transition

Time	Author(s)	Paper title
13:25–13:40 15 min.	Anna Jupowicz-Ginalska; Björn von Rimscha, Johannes Gutenberg University of Mainz	Mapping Concept of Innovation in Public Service Media: An Organisational Self-Description (A Comparative Approach Between Poland and Germany)

Time	Author(s)	Paper title
13:40–13:55 15 min.	Qunqun Yu	“Shadow Staffers” and “Executors”: Content Accommodation Mechanisms in Outsourced Government Image Production
13:55–14:10 15 min.	Amelie Lu	Reinventing Public Service Media in China: Public Value, Governance, and Digital Transformation
14:10–14:25 15 min.	Alberto Botelho	Television participation in the era of media convergence in Angola
Q&A of 15/20 min after all presentations.		

— **S03** — 13:25 – 14:45 || **Parallel Sessions** || **Room:** Room 3 || **Chair:** João Brochado
AI Journalism, Smart Newsrooms, Trust and Accountability

Time	Author(s)	Paper title
13:25–13:40 15 min.	Tong-Chen Lucas Wang; Zhuo Chen, Shenzhen University; Wenxi Niu, Shenzhen University	From Institutions to Algorithms: A Cross-National Test of Trust Transfer to AI-Generated News and the Moderating Role of Objectivity Beliefs
13:40–13:55 15 min.	Francisco Rolfsen Belda, São Paulo State University	Building "Smart Newsrooms" through Open-Source AI applications: Infrastructural Interventions and Management Challenges
13:55–14:10 15 min.	Miguel Dobrich; Gabriel Fariás, Universidad Católica del Uruguay (UCU)	AI as Civic Infrastructure: Computational Accountability Journalism in a Global South Newsroom
Q&A of 15/20 min after all presentations.		

— **S04** — 13:25 – 14:45 || **Parallel Sessions** || **Room:** Room 4 || **Chair:** José Miguel Encarnação
Media Governance, Rights and Regulation Across Borders

Time	Author(s)	Paper title
13:25–13:40 15 min.	Ahmed Farouk Radwan; Sheren Ali Mousa, Capital University, Egypt (online/video)	The Role of Media and Information Regulations in Combating Misinformation During Crises: A Communication and Governance Perspective from the UAE
13:40–13:55 15 min.	Amit Schejter	From Expression to Communication: A Communication Rights Approach for Governing Generative AI in Media Ecosystems
13:55–14:10 15 min.	Yujun Zeng	Pocketing the Public: Platformized Connection and Cross-Strait Mobile Media in Contemporary Taiwan
14:10–14:25 15 min.	Marcia P. Neeley	Discordant Voices: A Narrative Study of NATO's Strategic Communication and Media Coverage during Sociopolitical Conflict
Q&A of 15/20 min after all presentations.		

14:45 – 15:00 || **Coffee Break**

Location: Café IPOR



AFTERNOON (15:00 – 16:20)

— **S05** — 15:00 – 16:20 || **Parallel Sessions** || **Room:** Room 1 || **Chair:** Patrícia Diego González
Co-Chair: Castulus Kolo || **Streaming Platforms, Localisation, and Audience Experience**

Time	Author(s)	Paper title
15:00–15:15 15 min.	David Kimber	From Broadcast-to-Streaming: How the algorithmic economy has reshaped quality perception and audience engagement in Chile, 2016–2025
15:15–15:30 15 min.	Mónica Herrero, Victoria Rodríguez, Patricia Diego, Mercedes Medina, Universidad de Navarra	The Streaming Disconnect: Bridging Corporate Commitments and User Experience
15:30–15:45 15 min.	Liang Xu	Streaming Platformization and Cross-Border Content Strategies Under Regional Policy Dividends: A Case Study of TVB's Transformation in the Context of the Greater Bay Area Initiative
15:45–16:00 15 min.	Bartłomiej Wojnowski	Between Algorithm and Boardroom: SEO Specialists as Algorithmic Mediators in European and Chinese Digital Ecosystems
Q&A of 15/20 min after all presentations.		

— **S06** — 15:00 – 16:20 || **Parallel Sessions** || **Room:** Room 2 || **Chair:** Bjørn von Rimscha
Co-Chair: Daniel Filipe Farinha || **Platformized Fandom, Live Events and Cultural Consumption**

Time	Author(s)	Paper title
15:00–15:15 15 min.	Zixin Peng	Bridging Cultures Through Platform Ecosystems: Weverse and the Organisation of Cross-Cultural Fan Engagement in the Global K-pop Industry
15:15–15:30 15 min.	Mahdi Yousefi	Platformisation as Infrastructural Diplomacy: How Chinese Digital Platforms Reshape Media Management in the Persian Gulf
15:30–15:45 15 min.	Kayee Chun; Mingli Mei	The Platformized Concert Economy, Venue Ecology, and Transnational Fan Mobility
15:45–16:00 15 min.	Wanhe Yu	Designing Fan Access: Platformization and the Commercial Logic of K-pop Fansign Events
Q&A of 15/20 min after all presentations.		

— **S07** — 15:00 – 16:20 || **Parallel Sessions** || **Room:** Room 3 || **Chair:** Amit Schejter

Chinese Cultural Industries: Storytelling, IP and Global Production

Time	Author(s)	Paper title
15:00–15:15 15 min.	Siqi Li	From Spectacle to Interactive Co-creation: Cultural Capital Practices of Tourism NPCs in Platformized Cultural Tourism
15:15–15:30 15 min.	Guoyan Cen; Mingli Mei, College of Arts & Media, Tongji University	From Liminal Moments to Cultural Curiosity: How Digital Storytelling Tells China's Story through IRL Livestreaming
15:30–15:45 15 min.	Mao Lengrui	Labubu at the 2026 FIFA World Cup: A New Paradigm for Cross-Border Communication of Chinese Cultural and Creative IP
15:45–16:00 15 min.	Jian Ping Qu	Creative Decision-Making in China's Overseas Web Fiction Industry: A Production Studies Approach
Q&A of 15/20 min after all presentations.		

— **S08** — 15:00 – 16:05 || **Parallel Sessions** || **Room:** Room 4 || **Chair:** Francisco Rolfsen Belda

Media Economics, Infrastructure and Business Models

Time	Author(s)	Paper title
15:00–15:15 15 min.	Mark Wheeler	The Californian Ideology and a Democratic FinTech?
15:15–15:30 15 min.	Vin Crosbie	Individuated Media: Why the Mass Media Are Failing?
15:30–15:45 15 min.	Songming Feng; Adele Berndt, Media, Management and Transformation Centre (MMTC), Jönköping International Business School; Mart Ots, Media, Management and Transformation Centre (MMTC), Jönköping International Business School	Patagonia's "Worn Wear" video campaign: Brand documentaries promoting sustainability
Q&A of 15/20 min after all presentations.		

Free evening

Location: Dinner at participants' discretion



SCIENTIFIC CONFERENCE

DAY 3

16th of October 2026

IPOR

CONFERENCE PROGRAMME

MACAU - CHINA

DAY 3 | Venue || IPOR

9:00 – 10:20 || Talks/plenary — Invited talks — **AI and Media Trust**

Chair: Mercedes Medina

Speaker: Terry Flew

Location: IPOR - Consulate Auditorium

10:20 – 10:45 || Coffee Break

Location: Café IPOR



MORNING (10:45 – 12:00)

— **S09** — **10:45 – 12:00 || Parallel Sessions || Room: Room 1 || Chair:** Leona Achtenhagen

Sustainability, Entrepreneurship and Legacy Media

Time	Author(s)	Paper title
10:45 – 11:00 15 min.	Sangki Baek; ByengHee Chang, Sungkyunkwan University	Beyond Playtime: Responsible Game Engagement, Youth Protection, and Sustainable Platform Management in Korea's Game Industry
11:00 – 11:15 15 min.	David Kimber; Francisco Ulloa (Universidad de los Andes, Chile) & Ricardo Leiva (Universidad de los Andes, Chile)	Institutional Communication as a Visibility Driver for Entrepreneurship: The Mediating Role of the Entrepreneurial Self in the Global South
11:15 – 11:30 15 min.	Cecilia Li You; Mingli Mei	From Content Traffic to Product Value: Value Co-creation Mechanisms of Beauty KOL Co-branded Products
11:30 – 11:45 15 min.	Philippe Wallez (online/video)	Local News Legacy Companies in the United States and France: A Decade Later
Q&A of 15/20 min after all presentations.		

— **S10** — **10:45 – 12:00 || Parallel Sessions || Room: Room 2 || Chair:** Gregory Ferrell Lowe

Journalism, Resistance and Digital Practices

Time	Author(s)	Paper title
10:45 – 11:00 15 min.	Yujun Zeng	Filtered Witnesses: Missionary Sources and the Construction of the Chinese Red Army Image in The Times (1931–1936)
11:00 – 11:15 15 min.	Lucia Tangi	Resistance Journalism in the Digital Age: AI and the Underground Press
11:15 – 11:30 15 min.	Florian Haumer; Castulus Kolo (Macromedia University of Applied Sciences)	Role Perceptions, Journalistic Self-Claim and Audience Orientation of Social Media Content Creators across several Content Domains
Q&A of 15/20 min after all presentations.		

— **S11** — 10:45 – 12:00 || **Parallel Sessions** || **Room:** Room 3 || **Chair:** Anna Jupowicz-Ginalska

Audiences, Visibility and Trust Across Media Systems

Time	Author(s)	Paper title
10:45 – 11:00 15 min.	Somayeh Labafi	Algorithmic Recommendation and Phantomization in Iranian Digital Media: Managing Visibility, Culture, and Audience Trust
11:00 – 11:15 15 min.	Terry Flew, George Argyrous and Timothy Koskie	Challenges and Opportunities in Using Surveys to Measure Media Trust
11:15 – 11:30 15 min.	Nanxi Yin	Cross-Media Therapeutic Landscape Production by Solo-Living Women on Rednote
11:30 – 11:45 15 min.	María Elena Gutiérrez-Rentería; Bernardo Flores-Heymann, Universidad Panamericana, México; Guillermo Sosa-Gómez, Universidad Panamericana, México, and Alfonso Vara-Miguel, Universidad de Navarra	Trust in News Among Mexican Audiences: Audience Segmentation Variation and Brand Associations
Q&A of 15/20 min after all presentations.		

— **S12** — 10:45 – 12:00 || **Parallel Sessions** || **Room:** Room 4 || **Chair:** Amelie Lu

Education, Transformation, Policies, Governance and Media System

Time	Author(s)	Paper title
10:45 – 11:00 15 min.	Anna Jupowicz-Ginalska; Malwina Żuchniewicz, University of Warsaw (Poland), Faculty of Journalism, Information and Book Studies	Shaping Media Manager of the Future: University-Industry Cooperation in University-Based Media Management Education
11:00 – 11:15 15 min.	Xiao Yang	The “AI+” initiative, cultural policies, and the role of technology in the Chinese cultural industries
11:15 – 11:30 15 min.	Sarah Anna Schmid; Castulus Kolo (Macromedia University of Applied Sciences)	Between Institutions and Algorithms: Trust in AI-driven Media Across Media Systems
11:30 – 11:45 15 min.	Paulo Faustino	Towards a Theory of Public Service Media Governance: Introducing the QuadrifaceMedia Framework
Q&A of 15/20 min after all presentations.		

12:00 – 14:00 || **Networking Lunch**

Location: Café IPOR



AFTERNOON (14:00 – 15:20)

— **S13** — 14:00 – 15:20 || **Parallel Sessions** || **Room:** Room 1 || **Chair:** Florian Haumer

AI, Creativity and Cultural Labour

Time	Author(s)	Paper title
14:00 – 14:15 15 min.	Songming Feng; Adele Berndt, Media, Management and Transformation Centre (MMTC) of Jönköping International Business School (Sweden) Mart Ots, Media, Management and Transformation Centre (MMTC) of Jönköping International Business School (Sweden)	Advertising photographers' conventional image-making practices for constructing authenticity—implications for research about AI-based image creation
14:15 – 14:30 15 min.	Castulus Kolo (Macromedia University of Applied Sciences); Melanie Herfort (Hochschule der Medien, Germany)	AI as Operand or Operant Resource in Advertising? A Tech-Dominant Logic in Value Creation by Creative Industries
14:30 – 14:45 15 min.	Wilson Gomes Caldeira	Curators, Not Creators: Synthetic Creative Labour and the Platformisation of Cultural Work in Macao
14:45 – 15:00 15 min.	Castulus Kolo (Macromedia University of Applied Sciences); Anna Ilover (Macromedia University of Applied Sciences); Reinhard Kunz (Bauhaus-Universität Weimar, Germany)	Human-AI Collaboration and Creative Value in the Film Industry - A Qualitative Diachronic Study on AI's Changing Role in Germany
Q&A of 15/20 min after all presentations.		

— **S14** — 14:00 – 15:20 || **Parallel Sessions** || **Room:** Room 2 || **Chair:** Filipa Martins de Abreu

AI Capabilities, Education and Media Management

Time	Author(s)	Paper title
14:00 – 14:15 15 min.	Joschka Mütterlein; Nicolai Köhler, KoehIAI	Editorial Control over AI-Generated Learning Content: From Gatekeeping to Gate Design
14:15 – 14:30 15 min.	Lin Yinuo (online/video)	Beyond AI Adoption: Institutionalising Generative AI as a Dynamic Strategic Capability in Media Organisations
14:30 – 14:45 15 min.	Dária Vyugina; Joschka Mütterlein	Student Actualisation of Pedagogical Affordances in a University-Controlled AI Chatbot
14:45 – 15:00 15 min.	Maria Arango Kure; Leona Achtenhagen	Towards Systematic Theory in Media Management: A Computational Analysis and Research Agenda
Q&A of 15/20 min after all presentations.		

— **S15** — 14:00 – 15:20 || **Parallel Sessions** || **Room:** Room 3 || **Chair:** Eli Noam **Co-Chair:** Dária Vyugina || **Human Responses to Generative AI**

Time	Author(s)	Paper title
14:00 – 14:15 15 min.	Jiyeon Lee; Soontae An, Ewha Womans University	Managing AI-generated Human Models in Advertising: Perceived Model Origin, Advertising Beliefs, and Consumer Responses

Time	Author(s)	Paper title
14:15 – 14:30 15 min.	Wenxi Niu; Tong-chen Wang, School of Media and Communication, Shenzhen University Zhuo Chen, School of Media and Communication, Shenzhen University	From Dyadic Consultation to Triadic Communication: Generative AI and the Reorganisation of Patient-Centred Health Communication in China
14:30 – 14:45 15 min.	Tong-Chen Lucas Wang; Wenxi Niu, Shenzhen University; Zhuo Chen, Shenzhen University	The Informed Insider's Dilemma: How Normalised Generative AI Use Produces AI Dependency and Differentiated AI Anxieties
14:45 – 15:00 15 min.	Nouran Tahoun; Hussein Battah, The American University in Cairo (online/video)	Beyond Artificial Authenticity: Integrating Consumer Wisdom and the Persuasion Knowledge Model to Explain Consumer Responses to AI-Generated Influencers
Q&A of 15/20 min after all presentations.		

— **S16** — 14:00 – 15:20 || **Parallel Sessions** || **Room:** Room 4 || **Chair:** Mingli Mei

Dynamics in the Chinese Media Sector: Intercultural Consumption, Brands and Communication
/ 中国媒体行业动态: 跨文化消费、品牌与传播

Time	Author(s)	Paper title
14:00 – 14:15 15 min.	Yang Yuxi	Research on the Symbolic Consumption Experience and Fan Identity Construction in Cross-border Co-branding Marketing of Anime IP
14:15 – 14:30 15 min.	Xiao Sa	从“文化输出”到“文化共鸣”: 中国文化国际传播模式转型研究
14:30 – 14:45 15 min.	Duan Chunlin; Wei Fang, School of Journalism and Communication, South China University of Technology	From Value Interaction to Collaborative Ecology: A Study on Cross-Cultural Symbiosis in the Communication of Chinese Brands
14:45 – 15:00 15 min.	Linda Huang	A Study on the Communication Strategies and Consumer Acceptance of Cross-Border E-Commerce Platforms in Brazil: A Case Study of AliExpress
Session in Chinese Q&A of 15/20 min after all presentations.		

15:20 – 15:30 || **Coffee Break**

Location: Café IPOR



15:30 – 16:30 || **MMAA GENERAL ASSEMBLY**

Location: IPOR - Consulate Auditorium

Coordinators: Gregory Lowe, Paulo Faustino and Francisco Rolfsen Belda

16:30 – 17:00 || **Closing Remarks**

Speakers: José Manuel Simões || Gregory Ferrell Lowe || Paulo Faustino || José Miguel Encarnação

Location: IPOR - Consulate Auditorium

19:00 – 21:30 || **Dinner - Western Food**

Location: LVSITANVS 葡國好嘢 Restaurant



POST-CONFERENCE

DAY 4

17th of October 2026

Social Programme
Optional

CONFERENCE PROGRAMME

MACAU - CHINA

DAY 4 | Social Programme - Optional

Full-Day | Discover Macau & Beyond

An optional paid cultural excursion in **Zhuhai**

Price: 65 Euros

Transportation: Included

Guided Tour: Amélie Lu

Registration: <https://forms.gle/1tprdmHXxfBeG7OY8>

Payment Information: <https://immaa.org/immaa-annual-conference-2026-macau-china>

Itinerary

Time	Activity
09:00	Depart from Gongbei Port
09:30 – 11:30	Visit the Media Training Centre
11:30 – 14:30	Explore the Chinese Garden (includes time for lunch)
14:30 – 16:30	Tour Beichan
16:30 – 18:30	Visit the Opera House
18:30 – 19:30	Return travel to Gongbei Port
19:30	Arrive back at Gongbei Port

Remark: To ensure everyone can fully enjoy the meal, please let us know of any dietary restrictions, allergies, or specific preferences before registering. We are happy to accommodate your needs.

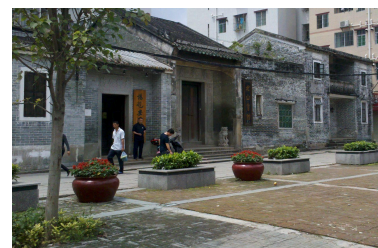
Locations



Visit local TV and Radio channels.
Media Group under CCTV - [link](#)



Visit and Lunch at the Chinese Medicine
Park - GMTCM Park - [link](#)



Visit to Beishan - [link](#)



Visit to the Opera House (Zhuhai
Opera) - [link](#)

EXTRA INFORMATION

VENUE LOCATIONS



Casa Garden - Orient Foundation -

<https://www.orient.pt/a-fundacao/delegacoes/macau>

Address: Macau, MO 側 Macau, Beside Camoes Square, Jardim I Luis De Camoes - [MAP](#)



IPOR - Instituto Português do Oriente - <https://ipor.mo>

Address: Rua Pedro Nolasco da Silva, n.º 45, 1.º andar, Macau (澳門多祿局長街45號1樓) - [MAP](#)

DINNER LOCATIONS



Macau Military Club - Members' Club

https://en.wikipedia.org/wiki/Macau_Military_Club

Address: Macau, 975 Av. da Praia Grande - [MAP](#)



LVSITANVS 葡國好嘢 Restaurant

Address: 93 Av. do Conselheiro Ferreira de Almeida - [MAP](#)

Parallel paper sessions: overview

Date/time	Room	Session	Session title	Papers
15 Oct 2026 13:25 – 14:45	Room 1	S01	Bridging Cultures in Macau: Multicultural Journalism, Localisation, Digital Art, and Film	4
15 Oct 2026 13:25 – 14:45	Room 2	S02	Public Service Media and State Communication in Transition	4
15 Oct 2026 13:25 – 14:45	Room 3	S03	AI Journalism, Smart Newsrooms, Trust and Accountability	4
15 Oct 2026 13:25 – 14:45	Room 4	S04	Media Governance, Rights and Regulation Across Borders	4
15 Oct 2026 15:00 – 16:20	Room 1	S05	Streaming Platforms, Localisation, and Audience Experience	4
15 Oct 2026 15:00 – 16:20	Room 2	S06	Platformized Fandom, Live Events and Cultural Consumption	4
15 Oct 2026 15:00 – 16:20	Room 3	S07	Chinese Cultural Industries: Storytelling, IP and Global Production	4
15 Oct 2026 15:00 – 16:20	Room 4	S08	Media Economics, Infrastructure and Business Models	3
16 Oct 2026 10:45 – 12:00	Room 1	S09	Sustainability, Entrepreneurship and Legacy Media	4
16 Oct 2026 10:45 – 12:00	Room 2	S10	Journalism, Resistance and Digital Practices	3
16 Oct 2026 10:45 – 12:00	Room 3	S11	Audiences, Visibility and Trust Across Media Systems	4
16 Oct 2026 10:45 – 12:00	Room 4	S12	Education, Transformation, Policies, Governance and Media System	3
16 Oct 2026 14:00 – 15:20	Room 1	S13	AI, Creativity and Cultural Labour	4
16 Oct 2026 14:00 – 15:20	Room 2	S14	AI Capabilities, Education and Media Management	4
16 Oct 2026 14:00 – 15:20	Room 3	S15	Human Responses to Generative AI	4
16 Oct 2026 14:00 – 15:20	Room 4	S16	Dynamics in the Chinese Media Sector: Intercultural Consumption, Brands and Communication / 中国媒体行业动态: 跨文化消费、品牌与传播	3

