The International Media Management Academic Association

IMMAA NEWSLETTER
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IMMAA Conference in Macau Strengthens International Cooperation in Media Management and Economics

More than 50 academics from 11 countries convened to discuss the future of the media industry and of the association.



The International Media Management Academic Association (IMMAA) conference "Bridging Cultures in Media Management" took place in Macau from 14 to 17 October 2026, with academic sessions from 14 to 16 October. It brought together more than 50 academics from 11 countries, along with journalists, students and industry professionals, to discuss the economic, business and digital transformations of the media.

Organized by **IMMAA, the University of Saint Joseph (USJ) and the Macau Portuguese and English Press Association (AIPIM)**, it was the first major event of **USJ's new research center for Digital Media and Culture Studies (FRAME)**.

> "Macau demonstrated its ability to bring cultures and research traditions together, connecting academics and professionals from different countries in a dialogue that enriches both knowledge and its practical application."
> **José Manuel Simões**, University of Saint Joseph, Co-organizer

Conference at a glance

- **Dates:** 14–17 October 2026
- **Participants:** 50+ academics from 11 countries
- **Plenaries:** Keynotes from Profs. Eli Noam and Terry Flew
- **Parallel sessions:** 16
- **Venues:** Casa Garden (Fundação Oriente) and the Portuguese Institute of the Orient (IPOR)

East and West in dialogue

The opening session, **"Similarities and Differences in East and West Media Practices"**, compared management and governance practices, funding models, professional traditions and institutional frameworks. The main point: although technologies and business models circulate internationally, each market's specific characteristics matter greatly in explaining strategies, structures, and practices.

The panel on business models and sustainability, with representatives of **O Clarim, TDM, Hoje Macau, Macau Business and Plataforma**, clarified how local market size, linguistic diversity and links to the wider region shape journalism in Macau.

> "The greatest value of this conference lay in comparing different media systems and professional experiences, enabling us to produce and share knowledge about the management, governance and sustainability challenges facing the sector."
> **Paulo Faustino**, IMMAA and University of Porto, Co-organizer

Artificial intelligence and trust

On 15 October, **Eli Noam** delivered the opening keynote, "Media Management and Policy for AI–Human Interaction", stressing the need to preserve human responsibility throughout technological change. On 16 October, **Terry Flew** presented "AI and Media Trust", placing transparency, information verification and clear editorial responsibility at the center of the debate.

Key takeaways on AI

- Adopting AI requires preparing teams, defining responsibilities and setting criteria for oversight.
- Efficiency gains must be weighed against editorial quality, professional autonomy and accountability.

The 16 parallel sessions broadened the discussion, with papers on AI in newsrooms, multicultural journalism, public service media, regulation, streaming, creative industries and management education. A Chinese-language session on intercultural consumption and brands strengthened local perspectives.

A new incorporated association is forthcoming soon

At the General Assembly, coordinated by Gregory Ferrell Lowe and Paulo Faustino, participants learned about the proposed process and draft bylaws for an historic transition from IMMAA to a new and legally incorporated **International Association for Media Management and Economics (AIMME, pronounced Amy)**. The World Media Economics and Management Conference (WMEMC) will be integrated in the new structure to become the annual conference for the new association. The transition aims to establish a stronger international structure with broader representation and sustainable support for the continuous development of the field.

What comes next

- A book featuring conference papers developed into chapters and subject to peer review
- More comparative research, joint projects and academic exchanges
- The transition to AIMME and the integration of WMEMC as its annual conference
- **The next WMEMC in May 2027 at Universidad Panamericana in Guadalajara, Mexico, where elections for AIMME's inaugural leadership team will take place**

Media coverage

The conference reached audiences beyond academia. On 14 October, TDM covered the opening on radio and television, with the TV report "Imprensa em análise em Macau" ("Examining the Press in Macau") focusing on the specific characteristics of the local press. On Rádio Macau, Paulo Faustino warned of the concentration of advertising revenue in major technology companies, linking the survival of media outlets to state sovereignty.

In the print press, Jornal Tribuna de Macau and Macau Daily Times highlighted the program, the dialogue between researchers and professionals, the lectures on AI and trust, and the proposed integration of the associations.

Interest began even earlier: Macau's selection as host was reported in October 2025 by Ponto Final and Macau Business / Macau News Agency, and republished by Plataforma.

Read more

Call for Papers: Special Issue on Media Management Education and AI

The *International Journal on Media Management* is inviting submissions for a special issue titled **"Media Management Education in the Age of Artificial Intelligence: Curricula, Pedagogies and Partnerships"**. The issue is guest edited by IMMAA Board member **Castulus Kolo** (Macromedia University, Germany), together with the journal's editor, **Bozena Mierzejewska**.

Media management education has grown worldwide over the past two decades, but student numbers are stagnating in several countries, and AI is reshaping both the industries graduates enter and the classroom itself. The special issue looks at three dimensions:

- **What is taught**: curricula, competencies and learning outcomes
- **How it is taught**: pedagogical approaches, assessment and learning technologies, including AI as a teaching tool
- **In which constellations**: institutional settings and partnerships with industry and professional bodies

Conceptual, empirical, comparative, historical and critical contributions are welcome, as are well-documented case studies and evaluations of teaching innovations. Cross-national comparisons and studies from regions beyond Europe and North America are especially encouraged.

Key information

- **Journal:** International Journal on Media Management
- **Manuscript deadline:** 15 June 2027
- **Submission:** via ScholarOne, selecting "Special issue: Media Management Education"
- **Questions on topic or methodology:** guest editor Castulus Kolo or journal editor Bozena Mierzejewska

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D!CAS 2027 Call for Papers: Conference Celebrates 10 Years of the MCGIC

The **D!CAS 2027 – Days of Investigation into Communication, Creative Industries and Cultural Assets** will take place from 25 to 27 February 2027 at the Faculty of Arts and Humanities of the University of Porto (FLUP), Portugal. This edition celebrates

the **10th anniversary of the Master's in Communication and Management of Creative Industries (MCGIC)**, marking a decade of interdisciplinary research, teaching and professional engagement.

Under the theme *"Ten Years of Research into Communication, Creative Industries and Cultural Assets,"* the conference invites researchers, academics, graduate students and professionals to share original research on the economic, social, technological and cultural transformations shaping these sectors.

Topics include media economics and management, journalism, artificial intelligence, digital platforms, cultural policy, intellectual property and creative business models. Submissions may include research papers, work in progress, case studies, doctoral research and professional or policy-oriented contributions.

Important dates

- **Early submission deadline:** 30 November 2026
- **Final submission deadline:** 10 January 2027
- **Acceptance notifications:** 20 January 2027
- **Conference:** 25–27 February 2027

Extended abstracts should be 800–1,000 words, excluding references. Parallel sessions will be held in English, Portuguese and Spanish. Selected papers may be considered for an edited commemorative book celebrating the MCGIC's 10th anniversary or a peer-reviewed special issue of an international academic journal, subject to editorial review.

D!CAS 2027 is organised by the MCGIC at the University of Porto.

More information: Paulo Faustino, at mcgic@letras.up.pt or jfaustino@letras.up.pt

Register here: https://www.letras.up.pt/si/subscriptions?event=168

Call for Paper:
https://drive.google.com/file/d/18V4sN28C8B8QqkxLpqcWuKHTkCObBbbG/view?usp=sharing

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How to Contribute to the IMMAA's Newsletter Books & Papers Section

For those interested in contributing book and paper reviews to the IMMAA Newsletter, we invite you to submit your perspectives and critical insights through the contact form at IMMAA's website: https://immaa.org/contact-us. Sharing your review will raise awareness and enrich discussions among scholars and professionals in the field, and contribute to IMMAA's commitment to global exchange. Join the conversation by submitting your book or paper review to spotlight new titles and research in the field of media management and economics for the IMMAA community.

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/



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

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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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