**WEDNESDAY 5 JUNE 2019**

PhD WORKSHOP

TASSOS PAPADOPOULOS BUILDING – CUT

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| 14:00 – 15:30 | **PhD Workshop – emma registration** |
| 15:30 – 16:00 | **Coffee Break** |
| 16:00 – 17:00 | **PhD Workshop – emma registration** |
| 19:00 – 20:30 | **Welcome Cocktail – Beach Party / Cash Bar to follow** |

**THURSDAY 6 JUNE 2019**

CONFERENCE DAY 1

TASSOS PAPADOPOULOS BUILDING – CUT

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| 8:00 – 9:00 | **Late registration – Coffee** | | | |
| 9:00 – 9:15 | **Opening Welcome Session**  **Amphitheatre 1**  **Stavros Georgiades**, Frederick University, Chair of the Conference  **Ulrike Rohn**, Tallinn University, emma President  **Sophie Michaelides**, Director of the Cyprus Press and Information Office | | | |
| 9:15 – 10:00 | **Keynote Speech**  **Amphitheatre 1**  **Inga Hoever**, Assistant Professor - Erasmus University, Rotterdam.  Creative together? How social factors aid and constrain workplace creativity  **Chair: Stavros Georgiades** | | | |
| 10:00 – 10:15 | **Coffee Break** | | | |
| 10:15 – 11:15 | **Industry Experts**  **Amphitheatre 1**  **Tracy Spaight**, Wargaming.net, Online Gaming  **Georghios Colocassides**, Georghios Colocassides LLC, Media Law  **Georgios Vlamis**, Pafos District Court Judge, Media Law  **Chris Economides**, BMCH HELLAS S.A. and BMCH (Cyprus) Ltd., Audiovisual Industry.  **Chairs: Evi Dekoulou, Nicholas Nicoli** | | | |
| 11:15 – 12:10 | **Plenary Session: emma 2019 Best Papers**  **Amphitheatre 1**  **Chair: Ulrike Rohn**  Adoption of Cognitive Technologies by Media Firms:  The Strategic Applications and Implications of Artificial Intelligence in the Media Industry  *Author: Sylvia Chan-Olmsted*  Optimisation approaches and challenges of the personnel deployment for movie exhibitors  *Authors: Jonas Brühl, Joachim Eigler*  The Battle of Streaming Services: Brand Perception of Netflix vs. Amazon Prime  *Authors: Vanessa Rahe, Christopher Buschow, Daniela M. Schlütz* | | | | |
| 12:10 – 13:00 | **Lunch Break** | | | | |
| 13:00 – 14:00 | **SESSION 1.A**  **Amphitheatre 1**  **STRATEGIC MEDIA MANAGEMENT**  **Chair: Cristóbal Benavides, University of the Andes** | **SESSION 1.B**  **Amphitheatre 2**  **MEDIA ENTREPRENEURSHIP**  **Chair: Lizzie Jackson**  **London South Bank University** | **SESSION 1.C**  **Lecture Hall 1**  **ICT AND INNOVATION**  **Chair: Petros Iosifidis**  **City University of London** | **SESSION 1.D**  **Lecture Hall 2**  **MARKETING AND MEDIA CONSUMPTION Chair: Harald Rau, Ostfalia University of Applied Sciences** | **SESSION 1.E**  **Lecture Hall 3**  **MEDIA MANAGEMENT RESEARCH**  **Chair: Miguel Crespo**  **ISCTE-IUL** |
| From Flabby to Fit: Restructuring Public Broadcasting System in Egypt  *Authors: Rasha Allam, Hussein Amin* | Data-driven startups and their impact on publishing  *Authors: Castulus Kolo, Vaida Balbieriute* | The Future is Virtual: How Media Organizations Use VR in Order to Reach Out to Their Audiences  *Authors: Alexander Godulla, Cornelia Wolf, Rosanna Planer* | Media consumption in news sites: Exploring motives for consumer brand engagement  *Authors: Kyriakos Riskos, Paraskevi (Evi) Dekoulou, Leonidas Hatzithomas, George Tsourvakas* | Audience Engagement System as a Wicked Problem: A Design Thinking Approach  *Authors: Bita Asefi, Datis Khajeheian* |
| Uncoordinated coordination: A qualitative study of how a film crew coordinates using uncoordinated methods  *Author: Stavros Georgiades* | Coworking - A Progressive Work Model Not Only for The Creative Industries  *Authors: Martin Engstler,*  *Viktoria Pepler* | Exploiting big data in media organizations  *Authors: Andreas Veglis, Theodora Saridou, Kosmas Panagiotidis,Christina Karypidou* | Product placement redefined. How has the usage of embedded marketing influenced media regulation?  *Authors: Dagmara Klaudia Sidyk, Marlena Justyna Sztyber* | Media Management Education and the neglect of the Digital Humanities  *Author: Ghislain Deslandes* |
| Evolving a premier media management program: rethinking the future of Media Management education at the University of Navarra (2001-2018)  *Author: Francisco J. Pérez-Latre* | Cluster effects on entrepreneurship identities. A study of co-located media and creative businesses  *Authors: Erik Hitters, Pawan Bhansing, Yosha Wijngaarden* | Automation Anxiety as a Moderating Effect on Usage Intention for Media Innovations: A Case Study on Recruiting Bots in the  German Market  *Authors: Judith Eisser, Stephan Böhm* | Cinematic Advertising in a Heroic Era: how genre trends affect the advertising impact  *Author: Joseph Raymond Aberl* | The role of professional critics for product success – a meta-analysis  *Authors: Petra Schulz, Julian Hofmann, Michel Clement, Alexa B. Burmester* |
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| 14:00 – 15:20 | **SESSION 2.A**  **Amphitheatre 1**  **MEDIA POLICY AND REGULATION**  **Chair : Sven O Horst**  **Erasmus University Rotterdam** | **SESSION 2.B**  **Amphitheatre 2**  **PRODUCTION AND DISTRIBUTION**  **Chair: Paulo Faustino, University of Porto** | **SESSION 2.C**  **Lecture Hall 1**  **MARKETING AND MEDIA CONSUMPTION Chair: Gillian Doyle, University of Glasgow** | **SESSION 2.D**  **Lecture Hall 2**  **MEDIA ECONOMICS Chair: Greg Ferrell Lowe, Northwestern University in Qatar** | **SESSION 2.E**  **Lecture Hall 3**  **MEDIA ENTREPRENEURSHIP Chair: Andreas Will, Technische Universität Ilmenau** |
| Cypriot press and European public sphere: Under construction?  *Author: Dimitrios Tsagalas* | Showrunners and decision making: developing emotional fiction and entertainment contents  *Author: Patricia Diego* | Is Binge Watching a New Normal in Streaming Video Consumption? An Empirical Study on Binge Watching and its Potential Impact on Streaming Video Business Models  *Authors: Castulus Kolo, Fabian Böhme, Alyosh Agarwal* | Survival of the traditional audiovisual media in the era beyond digitalization: An empirical research approach and model analysis  *Authors: Ioannis Seitanidis, Theodora Maniou* | Celebrification as a transition model from online influencer to TV-professional  *Authors: Natalia Berger, Andrea Prince van Leeuwen* |
| Exploring the Arab Autumn. A Qualitative Research on Political Use of Social Media in four South Mediterranean Countries  *Author: Andrea Miconi* | Converging Departments and Skills for the Sake of the Story: A Guideline for Media Organizations to Successfully Implement Routines for the Production of Digital Stories  *Authors: Rosanna Planer, Alexander Godulla, Cornelia Wolf* | The Impact of TV and On-line Video Platforms Use Predictors on the Interaction with Content Behavior  *Authors: Rasha Allam, Hesham Dinana* | From Solid Competition to Liquid Media Markets? Analyzing Online Market Competition of News Media Brands in the Digital  *Authors: Isabelle Krebs, Philipp Bachmann, Gabriele Siegert, Rafael Schwab, Raphael Willi* | Stretching the knowledge boundaries of the firm: How local newspapers reinvent organizational practices in a digital world  *Authors: Mart Ots, Henry Lopez Vega, Anette Johansson* |
| Disinformation, Social Media and Regulatory Action  *Authors: Petros Iosifidis, Nicholas Nicoli* | The conceptual model of creativity management for the TV Production Process  *Author: Saeid Ghanbary, Mahdieh Jalalpoor* | Political websites’ quality characteristics that influence voters’ intentions positively  *Authors: Vagia Mochla, Georgios Tsourvakas, Prodromos Monastiridis, Andreas Veglis* | *Recursive effects of transnational expansion - A case study of tamedia's foreign ventures*  *Authors: M. Bjørn von Rimscha, Johanna E. Möller, Robin Riemann* | Journalistic startups in Portugal: mapping innovation in the product, dissemination and monetization  Authors: Miguel Crespo, Caterina Foà, Ana Pinto-Martinho, Miguel Paisana, Pedro Caldeira Pais |
| Self-regulation and Knowledge Gaps within Public Service Media Institutions  *Author: Barbara Thomass* | Handmaidens of Consolidation in the UK Television Production Sector  *Author: Richard Paterson* | The functional image of social media and its impact on brand communication  *Authors: Matthias Albisser, Diana Ingenhoff* | Stars in Social Media: An Economic Perspective  *Authors: Sophia Gaenssle, Oliver Budzinski* | Hybrid entrepreneurship as the pursuit of valued forms of work: the case of written news startups  *Author: Joaquin Cestino* |
| 15:20-15:35 | **Coffee Break** | | | |  |
| 15:35-16:55 | **SESSION 3.A**  **Amphitheatre 1**  **MEDIA POLICY AND REGULATION**  **Chair: Tom Evens, Ghent University** | **SESSION 3.B**  **Amphitheatre 2**  **PRODUCTION AND DISTRIBUTION**  **Chair: George Tsourvakas, Aristotle University of Thessaloniki** | **SESSION 3.C**  **Lecture Hall 1**  **MEDIA MANAGEMENT RESEARCH**  **Chair: Castulus Kolo, Macromedia University of Applied Sciences** | **SESSION 3.D**  **Lecture Hall 2**  **MARKETING AND MEDIA CONSUMPTION Chair: Sylvia Chan-Olmsted, University of Florida** | **SESSION 3.E**  **Lecture Hall 3**  **ICT AND INNOVATION**  **Chair: Michel Clement, University of Hamburg** |
| Questioning Public Service Media: Egyptian and Spanish public television  *Authors: Rasha Allam, Mercedes Medina* | Industrial  re-configuration in the television production sector, performance and content: knowledge and information as a source of advantage  *Authors: Gillian Doyle, Kenny Barr* | Solution-oriented media management research: a meta study  *Authors: Ingo Knuth, Thomas Petzold* | Understanding the Behavioral Intention to Use Instant Messenger Marketing – An Integration of UTAUT and the Privacy Calculus Model  *Author: Maximilian Fischer* | The Influence and Role of Fear of Job Substitution for Future Media Scholars: A Survey of Graduate Students in Germany  *Authors: Julia Müller, Judith Eisser* |
| The Impact of Innovation Subsidies on the Danish Press  *Author: Aske Kammer* | Television Production in Transition: Patterns, systems and leadership in UK television drama production  *Author: Michael Oneill* | Going beyond the hype: Conceptualising ‘media ecosystem’ for media management research  *Authors: Ivana Kostovska, Tim Raats, Karen Donders* | Managing media brands: the occurrence and influence of brand co-creation on Television Brands  *Author: Melanie Gray* | Examining relationships among High Performance Organizational Culture, Technology Supportive Practices and Rapid Technology Assimilation as well as their effects on innovation, organizational performance and competitiveness  *Authors: Yioula Kyriakou, Constantine Kontoghiorges* |
| Public service media and the European state aid rules  *Author: Agnes Urban* | Societal relevance as success factor of TV series: a typology of creators of TV series  *Author: Marcel Verhoeven* | Application of the “Fear of Missing Out” phenomenon in social media marketing – symbiosis of theory and practice  *Authors: Anna Jupowicz-Ginalska, Małgorzata Kisilowska, Justyna Jasiewicz, Aleksander Wysocki, Tomasz Baran* | How to reach Early Adopters? An Empirical Analysis of Early Adopters’ Internet Usage Behavior  *Authors: Riccardo Reith, Maximilian Fischer, Bettina Lis* | Automation in the newsroom: Towards a multi-level typology of computational automation in professional journalism  *Author: Hannes Cools* |
| Amendment may Prove Counterproductive for Information Economy  *Authors: Ali Hajmohammadi, Datis Khajeheian* | ‘Under the Hammer: Collective Licensing and Music Copyright in UK Television Production’  *Author: Kenny Barr* | Transforming media industries and organizations: Analyzing the contexts, issues and assumptions of change in media management research  *Authors: Nando Malmelin, Sari Virta, Ari Kuismin* | YouTube vs. Netflix – An Empirical Analysis of Consumer Behavior and Competition in Audiovisual Online Markets  *Authors: Oliver Budzinski, Nadine Lindstädt-Dreusicke, Sophia Gaenssle* |  |
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| 18:00-19:00 | **Beach Soccer and Volleyball Games (NOA Beach)** | | | |  |
| 20:00-23:00 | **Conference Dinner – Noa Beach Seafood Restaurant – (www.noa.com.cy)** | | | |  |

**FRIDAY 7 JUNE 2019**

CONFERENCE DAY 2

TASSOS PAPADOPOULOS BUILDING – CUT

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| 9:00-10:20 | **SESSION 4.A**  **Amphitheatre 1**  **MEDIA POLICY AND REGULATION**  **Chair: Deslandes Ghislain, ESCP Europe** | **SESSION 4.B**  **Amphitheatre 2**  **MEDIA ENTREPRENEURSHIP Chair: Rasha Allam, American University in Cairo** | | **SESSION 4.C**  **Lecture Hall 1**  **MEDIA MANAGEMENT RESEARCH**  **Chair: Andreas Veglis, Aristotle University of Thessaloniki** | | **SESSION 4.D**  **Lecture Hall 2**  **STRATEGIC MEDIA MANAGEMENT**  **Chair: Alfonso Sánchez-Tabernero, University of Navarra** |  |
| Open data policies in social media industry, A model for convergence of views  *Authors: Somayeh Labafi, Idonjesit Williams, Mahdieh Jalalpoor* | Entrepreneurial Cultures in Creative and High-Technology industries: Empirical Evidence of Different Models and Practices  *Author: Michal Glowacki* | | Standing on the shoulders of giants: The Rise of Global Suppliers in the Media Delivery Chain  *Author: Jean K. Chalaby* | | Engagement strategies in news media: From fly-by clicks to thick engagement and value creation  *Authors: Carl-Gustav Lindén, Katja Lehtisaari, Mikko Villi, Mikko Grönlund* |  |
| Is it worth paying for it? Analyzing the exclusiveness of the content behind the paywalls of German news magazines and national newspapers  *Author: Barbara Brandstetter* | Media Entrepreneurship: The Role of Emerging Technologies for Media Business Models  *Authors: Julian Windscheid, Britta Gossel, Andreas Will* | | Quality Assessment of Applied Media Research  *Authors: Ingo Knuth, Thomas Petzold* | | Understanding chronic corporate under performance in Media-Tech Firms  *Author: John J Oliver* |  |
| Policy Alignment in the European Audiovisual Sector: The view from Estonia, Authors  *Ulrike Rohn, Henry Loeser* | The role of YouTube in business models in the Spanish press  *Authors: Jose Maria Alvarez-Monzoncillo, Marina Santin, Guillermo de Haro* | | Acquiring actionable insights through practice theory in media  management research  *Authors: Christopher Buschow, Anke Trommershausen* | | Towards A Global Measure to Map and Monitor a Sustainable Media Ecosystem  *Authors: F Nel, Coral Milburn-Curtis* |  |
| Beyond survival? People management strategies for development and growth of PSBs in a fragmented digital media landscape  *Author: Peter L Block* | Impact of Strategic Entrepreneurship Model in the Iranian Creative Industries (Case Study of Digital Games, Apps and Animation Industries)  *Authors: Esmaeil Norouzi, Datis Khajeheian* | | Managing Media and Media Management: A heuristic for theory development  *Authors: Gregory Ferrell Lowe, Sven-Ove Horst* | |  |  |
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| 10:20-10:40 | **Coffee Break** | | | | |  |  |
| 10:40-12:00 | **SESSION 5.A**  **Amphitheatre 1**  **EMERGING MEDIA MARKETS, CHANGE AND UNCERTAINTY Chair: Datis Khajeheian, University of Tehran** | **SESSION 5.B**  **Amphitheatre 2**  **MARKETING AND MEDIA CONSUMPTION**  **Chair: Michal Glowacki** | | **SESSION 5.C**  **Lecture Hall 1**  **WORKING AND LABOUR CONDITIONS**  **Chair: Katja Lehtisaari, University of Helsinki** | | **SESSION 5.D**  **Lecture Hall 2**  **STRATEGIC MEDIA MANAGEMENT**  **Chair: Christian-Mathias Wellbrock, University of Cologne** |  |
| Decision-making under uncertainty and degree of innovativeness in media management and media education  *Authors: Raluca Nicoleta Radu, Emilia Sercan, Ana Pinto Martinho and Miguel Crespo* | What drives “social media influencer”? An empirical study on the trajectory from co-consumer to media entrepreneur  *Authors: Castulus Kolo, Florian Haumer, Alexander Roth* | | Per Aspera ad Astra: Career progression challenges of women programmers and digital media entrepreneurs  *Authors: Dinara Tokbaeva, Leona Achtenhagen* | | On the interplay of stability and change during strategic renewal – A capability-based approach to media management  *Author: Paivi Maijanen* |  |
| Double Impact – The Role of the Second Screen on TV  Consumption for Infotainment Shows  *Authors: Ingo Knuth, Thoma Kilian* | Stakeholders expansion in PSBs with advertising and crowdfunding  *Authors: Saber Noori Moheb, Siavash Salavatian, Saeid Rohani* | | The situation of journalists in Polish Public Television (TVP) – human resources management in public institution  *Author: Agnieszka Węglińska* | | Beyond strategy: Drivers of transnationalization - A case study of two German magazines  *Authors: M. Bjørn von Rimscha, Mala Schäfer, Isabel Machel, Carina Roeser, Christopher Schmitt, Isabell Wasmuth, Andreas Goebbel* |  |
| The relationship between paid content models and technology acceptance in relation to the role of publishing management in the internet of things  *Author: Valerie Thiele* | Understanding Audiences — Comparing Legitimacy Perceptions of Media Organizations in Germany and UK  *Author: Stefanie A. Hangartner* | | Management of ‘crunch time’ – the politics of overtime work in the videogame industry  *Author: Anna Maria Ozimek* | | Cross-platform comparison of quality news: 360° user experience of mobile and printed readings  *Authors: Lisa-Charlotte Wolter, Sylvia Chan-Olmsted, Imme Baumüller, Dinah Simone Lutz* |  |
| Managing Media Firms in a Disruptive Digital Environment  *Author: John J Oliver* | Marketing Communication in a Polarised Media: Empirical Evidence from Poland  *Authors: Anna Jupowicz-Ginalska, Michał Głowacki* | | An eSports manager as a charismatic authority: The impact of leadership style on team dynamics and competitiveness  *Author: Dinara Tokbaeva* | | Digital generation as a key trendsetter in media consumption: Russian case  *Author: Daria Vyugina* |  |
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| 12:00-12:30 | **Poster Presentation**  **Achieving Digital Transformation in Telecom Industry - An Inside Job**  **Authors: Christos-Antonios Gizelis, K. Menti, T. Mavroeidakos, S. Petrova, E.M. Gkouti, E. Margariti**  **Fact checking platforms: the life cycle**  **Authors: Ana Pinto-Martinho, Miguel Crespo, Caterina Foà, Miguel Paisana, Pedro Caldeira Pais** | | | | | | |
| 12:30-13:30 | **Lunch Break** | | | | | | |
| 13:30-14:50 | **SESSION 6.A**  **Amphitheatre 1**  **EMERGING MEDIA MARKETS, CHANGE AND UNCERTAINTY**  **Chair: Paivi Maijanen**  **Lappeenranta University of Technology** | **SESSION 6.B**  **Amphitheatre 2**  **MARKETING AND MEDIA CONSUMPTION**  **Chair: John Oliver, Bournemouth University** | | **SESSION 6.C**  **Lecture Hall 1**  **ICT AND INNOVATION**  **Chair: Mart Ots, Jönköping International Business School** | | **SESSION 6.D**  **Lecture Hall 2**  **STRATEGIC MEDIA MANAGEMENT**  **Chair: Agnes Urban**  **Corvinus University of Budapest** |  |
| Co-Creation of Value in Social Platforms: Developing Customer  Clubs as an Audience Engagement System  *Author: Datis Khajeheian* | Dimensions of Internal Marketing and Job Satisfaction Synergy in a Public Organization  *Authors: Evdoxia Kyriacou, George G. Panigyrakis, Katerina G. Papakonstantinou* | | Information Search. Behavioural Economies. Relevance Decisions. To what extent do machine algorithms of Internet intermediaries replace the opinions of journalist in consumers’ relevance assessment of information and formation of opinion?  *Authors: Hardy Gundlach, Julian Hoffman* | | Collaboration Matters and the Theory of Fluidity in the case of Public Service Media and Small to Medium-Sized High Technology Firms  *Author: Lizzie Jackson* |  |
| The negative effect of media mergers on news diversity in Flanders: The case of Mediahuis  *Author: Jonathan Hendrick* | Edward Bernays and Ernest Dichter; The two men who transformed the consuming market  *Authors: Katerina G. Papakonstantinou, Phoebus Panigyrakis, Evdoxia Kyriacou* | | Mapping the Transformation of Germany’s Media Industries and their Key Players, An Exploratory Study on Directions for Innovation in Times of Digital Transformation  *Authors: Reinhard E. Kunz, Castulus Kolo, Lars Grasemann* | | Ethical responsibility and strategic media management: A practice-theoretical perspective  *Author: Sven O. Horst* |  |
| Value of locality in the globalizing environment: Digital  transformation of regional news media  *Authors: Amanda Piepponen, Päivi Maijanen* | Public Relations Campaigns for Promoting Citizens’ Social Actions: Proposing a Public Communication Strategy for Tehran Municipality’s Social Services Organization  *Author: Dorsa Momenikhah* | | The impact of musical education, music consumption, and having an idol on the attendance of concerts, festivals, and club concerts  *Authors: Michael Kandziora, Janek Meyn, Michel Clement, Soenke Albers* | | Managing Public Service Broadcasting: A Hybrid model in Zimbabwe. A case study of the 2017 Coup  *Author: Searchmore Muridzo* |  |
| A topic where cultural discount does not matter? Globally homogeneous content in fashion magazines  *Authors: M. Bjørn von Rimscha, Aryana Kafash Gohari, Jessica Loos, Viktoria Buchmann, Gia Hoai Nam Le, Luisa Gemmer, Yanneck Schleese, Anna Bolay, Victoria Walter, Jana Fäth, Lisa Grimm, Svenja Brauer Mail* | "What to engage when you are engaging". Young people consuming Netflix, YouTube and IGTV  *Authors: Cristóbal Benavides, Ligia García* | | Crossholding strategies of media management in PSB  *Authors: Harald Rau* | |  |  |
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| 14:50-15:10 | **Coffee Break** | | | | | | |
| 15:10-16:30 | **SESSION 7.A**  **Amphitheatre 1**  **MEDIA ECONOMICS Chair: Stephan Böhm, Hochschule Rheinmain** | | **SESSION 7.B**  **Amphitheatre 2**  **ICT AND INNOVATION**  **Chair: Mercedes Medina, University of Navarra** | | **SESSION 7.C**  **Lecture Hall 1**  **EMERGING MEDIA MARKETS, CHANGE AND UNCERTAINTY Chair: Bjørn von Rimscha**  **Johannes-Gutenberg University of Mainz** | **SESSION 7.D**  **Lecture Hall 2**  **MARKETING AND MEDIA CONSUMPTION**  **Chair: Ingo Knuth**  **HMKW** |  |
| On Commercial Preference by TV Audience -Payment for Avoidance, Type of Commercial and Contents Volume  *Authors: Manabu Shishikura, Norihiro Kasuga, Akihiro Nakamura* | | Shifting Media Reach to the Mobile Channel: A Case Study on the German Market of Popular General-interest Magazines  *Authors: Stephan Böhm, Judith Eisser* | | The role of news media in cheap talk society  *Author: Akio Torii* | The Impact of Advertising, Shopping Experience and Consumption dimensions on Brand Experience – How Media Factors shape Brand Experience  *Authors: Jonas Manuel Steffl, Timo Janson, Jutta Emes* |  |
| Transformation of Russian Media Business Models: Combining Experience and Innovations  *Authors: Elena L. Vartanova, Andrei V. Vyrkovsky* | | The interplay between genres, consumption and personal characteristics in the music industry  *Authors: Janek Meyn, Michael Kandziora, Sönke Albers, Michel Clement* | | Hyper-local news – just a hype? A systematic Literature Review from a Media Management Perspective  *Author: Annika Ehlers* | Capturing media brand equity – shortcomings and Qualitative Comparative Analysis as a potential solution  *Author: Gianna Luisa Ehrlich* |  |
| Evaluating collaborative approaches to digital journalism revenue models using action research  *Author: Clare Cook* | | Designing a Gamified System to Distribute the Content Revenues Produced by Users Activity on Instagram Based on Digital Cryptocurrency  *Authors: Mohammad Pouya Ghasemi, Hosein Sadeghi, Mahnaz Naderi, Siavash Salavatian* | | Complexity, uncertainty and change in news organizations:  Toward a cycle model of digital transformation  *Author: Bartosz Wilczek* | The Online Video Industry in Germany – Industry Structure, Production and Distribution Patterns  *Authors: Sven Pagel, Christian Zabel, Alexander Schmitt, Verena Telkmann* |  |
| Corporate Venturing in Traditional Media Firms- A capabilities Perspective  *Author: Imran Nazir* | | Big Data in the Television Broadcasting Industry. Developing and Testing a Balanced Scorecard Model and Discussing its Applicability for Media Management Research, Practice and Policy  *Authors: Paul Clemens Murschetz, Sven O. Horst* | | The Effects of Message Tailoring on the Motivation for Change  in Different Phases of an Employee’s Change Journey  *Authors: Florian Haumer, Laura-Teresa Schlicker, Castulus Kolo* | Five dimensions of newspaper reading engagement: regaining audience trust and building stronger brands through experiences  *Authors: Cristóbal F. Benavides, Francisco J. Pérez-Latre, Alfonso Sánchez-Tabernero* |  |
| 16:30-17:00 | **Plenary Session: Presentation of the emma Research Grant Recipients**  **Amphitheatre 1**  **Chair: Ulrike Rohn**  **Innovating journalism structures and processes: Media Labs, Innovation Teams, methods and beyond**  **John Mills University of Central Lancashire, UK**  **Ana Cecília B. Nunes - Pontifical Catholic University of Rio Grande do Sul - PUCRS, Brazil.**  **Eduardo Campos Pellanda - Pontifical Catholic University of Rio Grande do Sul - PUCRS, Porto Alegre, RS, Brazil**  **João Canavilhas University of Beira Interior, Covilhã, Portugal** | | | | | | |
| 17:00-18:30 | **emma Annual General Assembly (for emma members only)**  **Amphitheatre 1** | | | | | | |
| 20:00-24:00 | **Gala Dinner (Yiapanis Art Nest Studio –** [**www.yiapanis-sculptor.com**](http://www.yiapanis-sculptor.com)**)** | | | | | | |
| HALLS | **A – Amphitheatre 1 (Αμφιθέατρο 1)**  **B – Amphitheatre 2 (Αμφιθέατρο 2)**  **C – Lecture Hall 1 (αίθουσα διδασκαλίας 1)**  **D – Lecture Hall 2 (αίθουσα διδασκαλίας 2)**  **E – Lecture Hall 3 (αίθουσα διδασκαλίας 3)** | | | | | | |