



# emma2021

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MEDIA MANAGEMENT AND SUSTAINABILITY

**JÖNKÖPING, 27–29 OCTOBER**

**emma**  
European  
Media Management  
Association

**J**  
JÖNKÖPING UNIVERSITY  
*Jönköping International  
Business School*

**MMTC**  
MEDIA, MANAGEMENT AND  
TRANSFORMATION CENTRE

# Program

## Pre-conference - October 27

### Doctoral/early career Colloquium (powered by [ScreenMe](#))

08.30-10.00 **Key challenges for young scholars.** Chaired by M. Crespo and P. Maijanen-Kyläheiko

P. Maijanen-Kyläheiko, J. Oliver and M. Ots on **developing publication strategies**

B. Gossel and G. Graybeall on **practice-oriented teaching**

10.00-10.30 Coffee break

10.30-12.00 **Methods workshop.** Chaired by S. Baumann and H. Ranaivoson

S. Ekberg, E. Raviola and M. Norbäck on **qualitative methods** *ethnography and case studies*

H. Sjøvaag and M. Garz on **quantitative methods** *computational and social media analytics*

12.15-13.15 Preconference lunch (mingle with scholars attending the JOMBS PDW)

### JOMBS PDW

13.30-15.00 JOMBS paper development workshop - session 1

15.00-15.30 Coffee break

15.30-17.00 JOMBS paper development workshop - session 2

### Welcome reception

19.00-21.00 Welcome reception



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Screen**ME**

Twinning for Excellence in Screen Media Entrepreneurship Research



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952156

# Program

## Conference Day 1 - October 28

### Plenary keynote and sessions

9.00-9.20 Welcome to emma2021

9.20-10.00 **Social sustainability and media.**- Chaired by: J. Cestino

L. Tallert, Head of Policy and Int. Dev. FOJO: MEDIA INSTITUTE on **sustaining journalism**

C. Melin, Chief Strategy Officer of DREAMHACK on **sustaining a (gaming) community**

10.00-10.30 Coffee break

10.30-11.00 “**Best Paper Award**” presentations. Chaired by: P. Maijanen-Kyläheiko

### Parallel sessions

11.05-12.00 Paper presentations - parallel tracks

12.00-13.15 Lunch

13.30-14.25 Paper presentations - parallel tracks

14.30-15.25 Paper presentations - parallel tracks

15.30-16.00 Coffee break

16.00-16.55 Paper presentations - parallel tracks

### Conference dinner / Social hour

19.00-22.00 Conference dinner



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## Conference Day 2 - October 29

### Keynote, plenary and poster presentations

09.00-10.00 **What is the media industry, anyway?** Chaired by: L. Küng  
With L. Achtenhagen, G. F. Lowe, R. Picard and E. Noam

10.00-10.30 Coffee break

10.00-10.45 **Poster presentations.** Chaired by: S. Virta and B. Harms

10.45-11.15 **Does Media Management Even Exist?** Chaired by: U. Rohn  
By E. Noam

11.15-12.00 **Meet the editors**

L. Achtenhagen (JOMBS and chair), B. Mierzejewska (IJMM), M. Clement (JME)

12.00-13.15 Lunch

### Parallel sessions

13.30-14.25 Paper presentations - parallel tracks

14.30-15.25 Paper presentations - parallel tracks

15.30-16.00 Coffee break

16.00-17.30 emma AGA

### Gala dinner

19.00-22.00 Gala dinner



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# Program

## Post-conference - October 30

### Social day

11.00-17.00 **Trip along Vattern**

[Match museum](#) and Gränna

The day includes transportation, lunch, fika, ice cream and handmade candy



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# Program

## COVID guidelines

**For those attending in person**, the organizers of emma2021 will:

- ✓ Ensure adequate space is available for social distancing (current recommendations in Sweden is a distance of 1mtr) in all conference venues and transport
- ✓ Ensure all meals and catering is in line with the Swedish Health Authorities recommendations
- ✓ Ensure hand sanitizer is available on campus and in each of the rooms

Jönköping University is **monitoring the situation continuously** and following the information from the Swedish government and the Public Health Agency of Sweden.

For further information about COVID-related guidelines in Sweden you can also visit:

[Swedish police](#)

[Visiting Sweden](#)



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### Hybrid format

The emma2021 conference will be held in **hybrid format** to ensure participation in the academic program is possible despite the current corona restrictions.

The **doctoral/early career consortium**, **keynote speeches** and **paper presentations in parallel tracks** will be hosted also online.

Online participation will be allowed only through zoom and the direct links to each session will be sent before the conference. Those attending online need to download and set up [Zoom](#).

*Please be aware that we expect all the online presenters to be familiar with the platform as we do not have any extra time between the presentations.*



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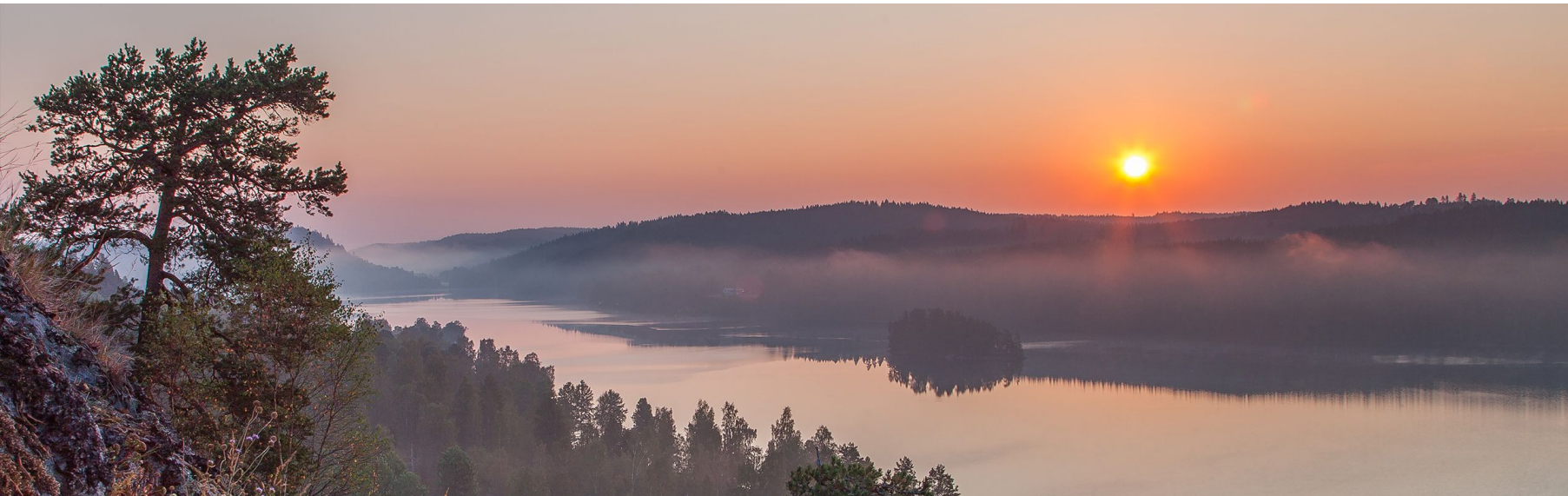
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Further information and program updates can be found [here](#)



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