Parallel Session Schedule

	Room 1 **Media and sustainability: coverage, framing and representations**	Room 2 **Business models, transformation and strategy in journalism**	Room 3 **Marketing and advertising**	Room 4 **Film, TV and VOD**	Room 5 **Music management**	Room 6 **Public service media**
Parallel Session 1 **Thursday, 16.06.2022** **01:30pm – 02:25pm**	Does the Reorganisation of Media Industries Lead to Self-Reflection on Sustainability Issues? - A Twelve Months Content Analysis of News Media Coverage of SDG in the Media Business compared to the Finance Industry 2020/21	Who eats up the attention? Analyzing one day of digital news use in Germany - A network analytic approach	The rise of user-based revenue streams among marketing innovations for news. A European analysis of paywalls and membership models	Stepping In and Out: Formal Structures and Informal Coordination Practices in Film Crews	"No second to switch": Options and restrictions of modern music management in terms of recording media, formats, and platforms	Digital Transformation, Media Reorganization and the Challenge for PSM
	Holger Sievert, Florian Meißner	*Ingo Knuth, Thomas Petzold, Florian Richter*	*José M. Valero-Pastor, Korbinian Klinghardt, Renée Lugschitz, Mirco Saner*	*Stavros Georgiades*	*Florian Koeth, Alexander Moutchnik*	*Gilian Doyle*
	How we can research creativity in media industries	Digital Transformation of Journalistic Skills	What drives national media industries' growth? A global long-term study on the interrelation of potential impact factors	Geo Content Score – From Product Placement to Data-Driven Geo-Intelligence in Motion Picture Content	Made in South Korea: Country Marketing through Music Management of K-Pop	Influence of Public Service Media Consumption on Citizens' Need for Public Media: The Moderating Role of Political Ideology
	Mads Møller, T. Andersen	*Juliane Lischka, Nadja Schaetz, Laura Laugwitz*	*Castulus Kolo*	*Alexander Rossner, Laura Scherbaum, Pascal Neis, Sven Pagel*	*Inka Bekaan, Alexander Moutchnik*	*Marcela Campos Rueda, Manuel Goyanes*
	Digitalisation and the need for a humanistic perspective on media management	Predicting the users' willingness to participate in location-based news apps	Brand AR Filters in Social Media Apps: An Analysis of Use Cases and the Advertising Impact on Generation Z	Neuroscience and Big Data Applied to Fiction Series: Emotional Gratification	Opportunities and Challenges for Pure Play Streaming Services on Smart Speaker Platforms	Attributions as transformation preventer
	Sophie Gourevitch, Ghislain Deslandes	*Per Ole Uphaus, Harald Rau*	*Tatjana Schneider, Stefan Graser, Jasmin Ebert, Stephan Böhm*	*Enrique Guerrero-Pérez, Patricia Diego*	*Levent Uyar, Besarta Veseli, Michael Kandziora, Michel Clement*	*Ann-Sophie Vorndran*
		Purchase and Churn Prediction for a Digital Journalistic Platform	The more fake, the more real: How the credibility of real and virtual influencers affects purchase intention			
		Daniel O`Brien, Reinhard E. Kunz	*Evelyn Kästner, Melanie Baczynski*			

	Room 1 **Innovation in media**	Room 2 **Business models, transformation and strategy in journalism**	Room 3 **Entrepreneurship**	Room 4 **Games business**	Room 5 **Media productions - Podcast**	Room 6 **Public service media**
Parallel Session 2 **Thursday, 16.06.2022** **02:40pm – 03:35pm**	CEO Characteristics and Media Firm Innovation and Performance	Community Broadcasting in the Digital Age – A Solution for Local Journalism?	Celebrity founders and reputation building through media	The players' perspective on value co-creation in eSports service ecosystems	Paying for Podcasts? An analysis of which factors predict past payment for podcasts	Politicization as a factor of shaping news in the public service media: A case study on public television in Poland
	John Oliver	*Henry Loeser, Salvatore Scifo*	*Sindi Sheri, Leona Achtenhagen, Lucia Naldi*	*Alexander Roth, Reinhard E. Kunz, Castulus Kolo*	*Aske Kammer, Thomas Spejlborg Sejersen*	*Agnieszka Węglińska, Maria Wąsicka-Sroczyńska*
	Innovation in News Media: Success factors and obstacles in European cross-disciplinary and cross-border innovative projects. The case of Stars4Media.	Getting local journalism towards digital transformation: Locative news as the key	Entrepreneurial Activity and Professionalisation of Social Media Influencers - A Survey on Business Models of Content Creators in International Comparison	Professional gamers posts on Twitter: a Use and gratifications perspective	How about making a podcast? - An interdisciplinary analysis of the marketing potential of Polish media podcasts: an insight from the perspective of the 7P marketing-mix formula	Public service media management and audience participation: "La gran consulta" in Spain
	Giordano Zambelli, Catalina Dumbraveanu, Luciano Morganti	*Naomi Nowak, Harald Rau, Per Ole Uphaus*	*Florian Haumer, Castulus Kolo, Alexander Roth*	*Adele Berndt*	*Anna Jupowicz-Ginalska*	*Francisco J. Pérez-Latre, Clara González-Tosat, Mercedes Medina-Laverón*
	Presenting a model of transformative technologies in the human resources management of the IRIB	How news media recover from COVID- 19: Bounce back, bounce forward and bounce beyond	From grassroots to entrepreneurs – professionality as a new persona for Chinese entrepreneurism in the digital media era	The Role of Technology and Content in Virtual Reality Gaming Acceptance	The Datafication of Podcasting	The public spending in institutional advertising as a governmental tool to intervene in the media market. A comparative case of study of autonomous regions in Spain.
	Hoda Sadeghi	*Mona Solvoll*	*Shiyu Sharon Zheng, Min Xu*	*Reinhard E. Kunz, Marc Hermanns, Christian Zabel*	*Thomas Spejlborg Sejersen, Aske Kammer*	*Miguel Álvarez-Peralta, Raúl Rojás-Andrés*
	Towards a new framework for measuring innovativeness of media firms	The Lean Startup Model on Data Journalism: Lessons from BBC	Learning from the role and impact of founders in start-ups. A framework for research and practice of intra- and entrepreneurship in journalism			
	Marlen Komorowski	*Mathias Felipe de-Lima-Santos, Lucia Mesquita*	*Cornelia Wolf, Daniel Seibert, Daniel Ziegele*			

	Room 1 **Media regulation**	Room 2 **Business models, transformation and strategy in media**	Room 3 **Data, algorithms and artificial intelligence**	Room 4 **Video and virtual content**	Room 5 **Media Professions**	Room 6 **Media Management Education**
Parallel Session 3 **Thursday, 16.06.2022** **03:50pm – 04:45pm**	Media regulation in the context of digital transformation in Russia	Spotify & Netflix – a role model for legacy media? Analysing and measuring the usability of payment and registration processes, prices and contractual conditions of German newspaper websites and the platforms Spotify and Netflix	Potential of value creation for KI in Media and Public Relations	The Polish market of VOD platforms in the perspective of media marketing - preliminary results of the content analysis of on-demand platforms.	Professionals at media companies: an anthropological framework for their work	Educating media managers and entrepreneurs for uncertainty: A practice-theoretical perspective
	Elena Vartanova, Daria Vyugina	*Barbara Brandstetter*	*Josef Arweck, Nele Hansen*	*Ksenia Wróblewska*	*Francisco J. Pérez-Latre, Charo Sádaba-Chalezquer, Xavier Bringué*	*Sven-Ove Horst, Geoffrey Graybeal*
	Media Entrepreneurship and Regulation: The Role of Social Listening in Self-Regulation of Iranian VOD Platforms	The price of trust - An international comparison of price levels for newspaper offerings in the context of digital transformation	Using Natural Language Processing for Individualized Customer Communication – The Case of Voice-based Systems	Third-Generation Video Content: A Reality Check	Sensors as Stakeholders in the Journalistic Profession: Context, Relevance, and Research Opportunities	Integrating computational thinking across the creative business curriculum
	Habib Abdolhossein Maregani, Saeed Ghanbari	*Castulus Kolo, Francois Nel*	*Sabine Baumann, Jan Ehlers*	*Eli Noam*	*Claudia Loebbecke, Irina Boboschko*	*Natalia Berger, Joke Hermes*
	The German Control of Abusive Practices and Merger Control in the Media Sector: Status Quo, Problems & Prospects	Bad news for publishers? Pricing strategies for bundling services in the news industry when competing with free content	Technological innovation and decisions in media management: Methodological criticism of an international Delphi study	Marketing and Branding Opportunities in the Metaverse	Characteristics and challenges of a growing mode of employment: a systematic literature review of freelance journalism working conditions	Media Management Education in the US and Europe – What Shapes the Content of Media Management Curricula?
	Marie Kohlschreiber, Björn Kuchinke	*Michel Clement, Felix Eggers, Elena Koch, Petra Füchtenbusch*	*Harald Rau, Per Ole Uphaus, Noami Nowak*	*Bjoern Finkenberger*	*José M. Valero-Pastor, Christian-Ramón Marín-Sanchiz*	*Florian Haumer, Castulus Kolo, Bozena Mierzejewska, Christopher Schmidt, Axel Roepnack*
	Regulating the distribution of state institutional advertising to private media organizations: a cross-country comparative analysis	Managing contradictory logics of organizational responsibility: A multiple-case study in media organizations	How do Media Companies implement and integrate AI Technologies? A closer look at the Value Chain of German Media Companies.	Impact of Networking on explorative innovation activities in emerging media technology markets. The case of German XR firms	How is entrepreneurial orientation related to learning in media organisations?	Zooming in or out? – A comparative educational analysis of an in-classroom and a digitalised media management research project
	Adriana Mutu	*Päivi Maijanen, Joaquin Cestino, Ulrike Rohn, Paavo Ritala, Leona Achtenhagen*	*Magdalena Ciepluch, Katharina Willbold, Uwe Eisenbeis*	*Christian Zabel, Verena Telkmann*	*Miriam Bernhard, Britta Maria Gossel, Andreas Will*	*Ute Rademacher*

	Room 1 **Media regulation**	Room 2 **Journalism and social media**	Room 3 **Media and Gen Z**	Room 4 **Strategies and transformation in the media market**	Room 5 **Influence of analytics on media companies (GERMAN)**	Room 6 **Guidance and diversity in media**
Parallel Session 4 **Friday, 17.06.2022** **01:30pm – 02:25pm**	An analysis of big tech EU competition policy: The case of Alphabet, Amazon, Apple and Meta	Social Media Influencers as Entrepreneurial Journalists? Professional and Business Prospects of Upcoming Political News Influencers in International Perspective	Brand Involvement with Gen Z	Development of an Online-KPI-Based Model to Monitor Brand Awareness Apart From Primary Surveys	Mit sich selbst im Reinen? Der Einfluss von Audience-Metrics-Nutzung auf das journalistische Rollenverständnis	Social media communication guidelines for media companies – A quantitative content analysis and multiple regression analysis of media brands' Facebook posts
	Nicholas Nicoli, Petros Iosifidis	*Cornelia Mothes, Castulus Kolo, Florian Haumer*	*Bjoern Finkenberger*	*Evelyn Kästner, Marie-Christien Behr, Kim Marie Bellon, Anna Fischer , Emely Lotis, Alexandra Schmidt*	*Robin Riemann, Laura Rodwald, Enrico Schaffert, Dilara Görün, Mike Konsorke, Lara Eberl, Thilo Schwalger*	*Nicola Kleer, Reinhard E. Kunz*
	The platform society considered under the conditions of a public sphere characterized by different theories of democracy. More regulation as an inevitable consequence?	The Digital Renewal of News Media Brands – An Experimental Study of Tagesschau's Brand Perception on TikTok	Contextualizing Mobile Media Usage: An Empirical Study among Digital Natives in Germany	Exploring, defining and structuring the domain of media brand trust	Innovative Formatentwicklung im öffentlich-rechtlichen Rundfunk. Prozesse, Teams, Plattformen und Kreativität im digitalen Zeitalter	Polyphony and Voices Plurality: How Newsrooms Innovate to Manage Diversity?
	Ralf Spiller, Jan Niklas Kocks	*Hanna Kerschefski, Jonas Steffl, Christopher Buschow*	*Stephan Böhm, Stefan Graser, Jasmin Ebert*	*Steffen Heim, Sylvia Chan-Olmstedt, Claudia Fantapié Altobelli, Michael Fretschner, Lisa-Charlotte Wolter*	*Henriette Heidbrink, Christian Bernhardt, Johan Helmer Hein, Aniko Schusterius*	*Greta Gober, Michal Glowacki*
	Regulatory Responses to Fake News in the context of the Coronavirus Pandemic	News Distribution and Sustainable Journalism: Effects of Social Media News Use and Media Skepticism on Citizens' Paying Behavior	Generation Z as a game changer of the media industry in Russia	Different revenue streams for different digital media firms: does the type of company matter? The case of Spain (2021)	Zahlen haben auch Gefühle – Wie der Einsatz von Audience Analytics das Redaktionsklima in deutschen Medienhäusern beeinflusst	Exploring the role of corporate governance for digital entrepreneurship – a network study of screen-media ventures in the Nordic and Baltic countries
	Anna Gureeva, Elina Samorodova	*Manuel Goyanes, Rebecca Scheffauer, Homero Gil de Zúñiga*	*Daria Vyugina*	*Alfonso Vara-Miguel, Samuel Negredo, Angel Arrese*	*Robin Riemann, Marie-Christien Bormann, Annika Großmann, Kristina Ivanova, Velriya Lukhmanova, Luisa Mertel, Rebecca Stephan*	*Vejune Zemaityte, Leona Achtenhagen, Ulrike Rohn*
	Regulatory shifts and digital transformation: Towards strategies for export of European film and audiovisual content	A driving force of digital storytelling? How the media-oriented foundation World Press Photo shapes the standards of photojournalism			Komplizierte Verhältnisse. Veränderungen in den Beziehungen zwischen Medienunternehmen und Influencer:innen – Ergebnisse einer Befragung deutscher Medienunternehmen	
	Ivana Kostovska	*Rosanna Planer, Daniel Seibert, Alexander Godulla*			*Anna Zimmermann, Magdalena Hoffmann, Klaus-Dieter Altmeppen*	

	Room 1 **Crisis and resilience**	Room 2 **Data, algorithms and artificial intelligence in journalism**	Room 3 **Social media**	Room 4 **Strategies and practices in the media market**	Room 5 **Transformation of the Media Industry (GERMAN)**	Room 6 **Cluster and systems**
Parallel Session 5 **Friday, 17.06.2022** **02:40pm – 03:35pm**	Global pandemic, local impact – how online news media frame COVID-19	AI in Journalism: A Multiple Case Study about AI-Newsworker Collaboration in German Newsrooms	A billion stars and influencers on the web: Whom to choose for social media ads on Instagram?	Leading the strategic transformation in the publishing industry: cultural and portfolio transformation of a media publisher into a digital asset holder	Viel Anpassung für wenig Geld: Der Einfluss metrikgetriebener Gestaltungsmuster auf die Zahlungsbereitschaft für die digitaljournalistische Inhalte	What do we really know about contents and social discourses in the digital sociosphere? An evaluation of the reliability of top-rated contemporary twitter-based research.
	Mona Solvoll, Ragnhild Olsen, Marte Høiby	*Meike Grimme, Christian Zabel*	*Sophia Gaenssle, Oliver Budzinski*	*Dinara Tokbaeva, Castulus Kolo*	*Robin Riemann, Hannah Ernst, Nathalie Gräber, Anna Rolke, Franziska Stoffel, Lina Stolecki, Pauline Wiegel*	*Miguel Álvarez-Peralta, Raúl Rojas-Andrés*
	A pragmatic approach to newsroom innovation and transformation during the Covid-19 crises - Process Innovation when Implementing a Covid-19 Live Tracker at Verdens Gang	Quality of data journalism. Managerial implications from a quantitative analysis of weekly news magazines in Germany.	How to outplay the system in times of pandemic? The struggle for symbolic power in social media in Poland	Scaling Video Streaming for MENA and APAC Audiences	Die Bedeutung von Kundenengagement im digitalen Zeitalter	How Do Media Organisations Learn? A Comparative Study between German and US Media Organisations
	Maria Konow-Lund, Junai Mtchedlidze, Jens Barland	*Ingo Knuth, Thomas Petzold, Florian Richter*	*Karolina Brylska*	*Ilhem Allagui*	*Nicola Kleer*	*Miriam Bernhard, Jonas Weber, Andreas Will, Britta Maria Gossel*
	The future of innovative localization technologies and local media management	The Effects of Algorithmic Content Selection on User Engagement with News on Twitter	Debunking the myth of business mediatization: Tracing stakeholder communication in social media	The effects of global chain ownership on digital transformation and management of news media	Technologieentwicklung und Geschäftsmodellinnovationen bei traditionellen Medienunternehmen in Deutschland	News media and deplatformization: Need and potential to "break free" from online platforms
	Per Ole Uphaus, Noami Nowak, Harald Rau, Björn Beringer	*Erwan Dujeancourt, Marcel Garz*	*Annika Ehlers, Leona Achtenhagen, Thomas Cyron*	*Johnathan Hendrickx, Aske Kammer*	*Tino Siegl, Castulus Kolo, Reinhard E. Kunz, Lars Grasemann*	*Katja Lehtisaari, Carl-Gustav Lindén, Mikko Grönlund, Mikko Villi*

	Room 1 **Crisis and resilience**	Room 2 **Data, algorithms and artificial intelligence in journalism**	Room 3 **Media industry**	Room 4 **Strategies and practice in the media market**	Room 5 **Role of media in investment communities**	Room 6 **Media Management Perspectives**
Parallel Session 6 **Friday, 17.06.2022** **03:50pm – 04:45pm**	A computational approach to measure the political diversity of news content: The roles of media's competitive position and ownership form	Covering the New(s): Exploring the Automation-Augmentation Paradox Through News Media Portrayals of AI and Journalism	Defining the Media Sector and its Industries in the Digital Era: What exactly are "Media" these days	The changing dynamics of strategic management in the Norwegian newspaper industry. A fifteen-year survey of newspaper executives' perceptions.	"Best of luck, retards!" Collective action on the internet – an analysis of the GameStop phenomenon	A longitudinal study of management perspectives on the transformation of Estonian media
	Marcel Garz, Mart Ots, Helle Sjøvaag	*Prince Johnson, Agnes Stenbom*	*Gregory Ferrel Lowe, Eli Noam*	*Junai Mtchedlidze, Jens Barlan, Arne H. Krumsvik*	*Nele Hansen, Yannick Kessler, Udo Bomnüter, Anne-Kristin Langner*	*Scott Abel, Katri Kerem*
	Exploring the perceived value of digitally transformed newsrooms during the corona crisis	Effects of Technology and Content on Perceived Immersion and Paying Intent for Digital Journalism	Starting Point for More Dialogue? Analyzing Similarities and Differences Between Media and Communication Management Based on Systematic Reviews from Three Decades	Situational awareness and digital strategies: the case of Schibsted	No Limits? Effects of FOMO and Gamification on Individual Investment Behaviours in Neo-Broker Stock Trading	Media Management and Media Economics research in the Indian context: A Systematic Literature Review
	Ragnhild Olsen, Maria Konow-Lund, Cecile Asker	*Lea Püchel, Joschka Mütterlein, Christian-Mathias Wellbrock, Reinhard E. Kunz*	*Markos Mpadanes, Sophia Charlotte Volk*	*Nina Kvalheim*	*Brigitte Kleinselbeck, Udo Bomnüter, Heiko Reusch, Hendrik Schmidt*	*Manasi Agarwal, Madhupa Bakshi, Soumya Sarkar*
	Leading and working in communication after Covid-19. How communication managers and employees perceive the future of their work.	Publishing is not a job anymore, it's a button	The thematic, exploratory and quantitative bibliometrics of the global most cited and influential books in media management and economics research from 1974–2021	Competition and co-existence in the Swedish media landscape: the sustainability of incumbents and newcomers	Strategic Communication of Digital Media Entrepreneurs: Exploring Practices of Legitimacy-Crafting in the Crypto-Community	Context empowerment in knowledge recommendation: an exploration of KOL community operation in the field of knowledge payment based on high-low context communication theory
	Lisa Dühring	*Svenja Hagenhoff*	*Zvezdan Vukanovic*	*Sara Leckner, Carina Tenor*	*Patrick Peter, Sven-Ove Horst, Sabine Baumann*	*Zewei Liu, Yiner Chen, Shuqi Wang, Tian Zhao, Xiangyu Hou*
			Beyond bits: Digital media mapping as a tool towards the understanding of the wider media landscape and its relationship to information and disinformation spheres	Managing competition between legacy television services and video streaming platforms in Hungary in the early 2020s – A case study		
			Miguel Paisana, Miguel Crespo, Caterina Foa, Ana Pinto-Marthinho, Pedro Caldeira Pais	*Mihály Gálik, Tamás Csordás*		