

2022 Annual Conference of the European Media Management Association (emma)

Under participation of the Media Economics Division of the German Communication Association (DGPuK)

Reorganization of Media Industries: Digital Transformation, Entrepreneurship, and Regulation

Munich, 16th -17th June 2022

Hosted by Macromedia University of Applied Sciences

The conference will take place physically in Munich and at least partly online. Details about the modality of the conference will be announced in due time. For the **15th of June a pre-conference programme** is planned and a **social post-conference activity on the 18th of June**.

Digital transformation of media and adjacent industries fundamentally changes the challenges managers face (Bartosova, 2011; Loebbecke, & Picot, 2015; Napoli, 2018; Noam, 2018; Will, Gossel, & Windscheid, 2020). To successfully develop and drive media businesses in the twenty-first century, media decision makers increasingly need entrepreneurial thinking (Achtenhagen, 2017; Innerhofer et al., 2018; Whittington, 2018). Making sense of their audiences' digital traces demands at least to some extent also an understanding of information technology (Gillespie, 2014; Kosinski, Stillwell, & Graepel, 2013; Liu, & Hsu, 2019; Napoli, 2018; Newman, 2021; Smith, & Telang, 2016).

Major international players like Amazon, Alibaba, Google, or Netflix have already embraced the new world of data at an early stage and established very successful business models. Scholars thus see it as one of the biggest requirements for media management to stay up to date with the dynamics of digital media markets and technological developments (Förster, & Rohn, 2015; Kolo, & Haumer, 2021; Noam, 2018). However, technological shifts have not only changed management practices, but also brought new approaches to regulation and policy (Budzinski & Mendelsohn, 2021; Donders, Raats, & Tintel, 2020; Donders et al. 2021; Doyle, 2020; Doyle, Paterson, & Barr, 2021) that differ across countries or regions like spanned by the EU. Furthermore, as the COVID-19 pandemic has hit the world, its potentially uneven and inequitable longer-lasting effects across different groups of individuals, industries, and nations have to be taken into account.

Business model and product innovation driven by digital technologies (Villi, & Picard 2019), entrepreneurs, and intrapreneurs setting up new ventures, as well as changed media policies also blur or change boundaries between media industries, the structure within them, and the relation to other business sectors (Holt, & Perren, 2019). For the emma conference in 2022, we therefore focus on the reorganization of media industries driven by digital transformation, entrepreneurship, and regulation.

We particularly welcome submissions related to the conference theme including, but not limited to, the following questions:

- Are there game-changing emerging media (technologies) ahead or already around? What drives their emergence? Who are the drivers/entrepreneurs? How are specific media industries affected (e.g., sports media or electronic games)?
- How do incumbents implement/integrate them? How will emerging media change value creation and business processes respectively? Do incumbents develop/exhibit dynamic capabilities or ambidextrous leadership respectively to react?
- How do structures of media industries change and challenge entire media systems? Are there new forms of symbiosis between start-ups and incumbents?
- What kind of regulatory activities are beneficial (for whom?) and who drives them (which institutions)? What is the role of public (broadcasting) services and media subsidies?
- To what extent do regulatory shifts (e.g., GDPR or AVMSD) hinder or ease digital transformation? How can ethical standards keep up with new business models (e.g., data driven ones)?
- How can higher education institutions and their media management and economics programmes cope with the challenges posed by the reorganization of media industries? Which methods, formats, technologies, or tools ensure employability of media management and economics graduates?

emma2022 also welcomes paper proposals beyond the conference theme that address theoretical reflections or empirical findings being of relevance to contemporary media management scholarship. A particular emphasis shall be given to media management education for which a dedicated panel is planned.

Annual Meeting of the Media Economics Division (Fachgruppe Medienökonomie) of the German Communication Association (DGPUK)

emma2022 will be hosted in cooperation with the Media Economics Division of the German Communication Association (DGPUK). Hence, we also invite submissions in German language and/or submissions explicitly focusing on media markets in German-speaking countries (in German or English). This shall facilitate the access of German researchers to the international academic community as well as give international researchers an overview on media on German-speaking countries.

Please follow the emma2022 submission process as laid out below.

Call for Papers

Submissions for the emma conference and the Annual Meeting of the Media Economics Division of DGPUK are invited as paper proposals in the form of abstracts (500-750 words) followed by a full paper (6000 words maximum), if the abstract is accepted. The abstract should address the following evaluation criteria:

- problematization, research purpose, anchoring in previous research, and relevance to the academic field of media management,
- research methodology,
- summary of (expected) results/findings,
- intended contributions to the field's knowledge
- practical implications (for business and/or policy).

All submissions will go through the process of double peer review by experts nominated by the conference's scientific committee.

Paper abstracts must be submitted online until 31st of January 2022.

Submission can be in English (emma and DGpuK) or German (DGpuK).

Full papers can be considered for the emma2022 Best Paper Award (€300) only if they are submitted before 16th of May 2022. Papers authored by members of the emma board cannot be considered for the best paper award.

Overview on Important Dates

31 st of January 2022	Deadline for abstract submissions
14 th of March 2022	Notification of acceptance; opening of conference registration; opening of full paper submissions
16 th of May 2022	Deadline for full paper submissions to be considered for the emma2022 best paper award
24 th of May 2022	Closing of conference registration
15 th of June 2022	Pre-conference activities including evening reception
16 th -17 th of June 2022	emma2022 Annual Conference
18 th of June 2022	Social post-conference activity

Offer for PhD Workshop Participants, other Early-career Researchers, and Colleagues with Early-stage Research Projects (Call for Posters)

Generally, we encourage early-career researchers and PhD candidates also to take part in the call for papers (see above). Additionally, we prepare a PhD workshop to support PhD candidates' projects as one of the pre-conference activities on the 15th of June. In this context, we offer them to submit posters. We also invite poster submissions to introduce future research and/or search for partners to join planned or early-stage projects. Further information about the PhD workshop and the call for posters will be published on the emma website devoted to the conference in due time. Please express your interest in submitting a poster until 31st January in the way laid out on the emma website soon. On the basis of numbers and types of poster proposals we will accommodate the poster session(s) in the course of the conference.

emma Conference Grant

Early-career researchers, including PhD candidates, who wish to apply for an emma conference grant (up to €1000) are referred to the Call for Applications published on the emma website.

Contact

Submissions: <https://easychair.org/conferences/?conf=emma2022>

Website: <https://www.media-management.eu/emma-conferences/munich-2022/>

In case of questions please contact: emma2022@macromedia.de

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