

PROGRAM

emma Conference 2022

Munich

emma
European
Media Management
Association

hochschule macromedia
university of applied sciences



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Dear academic participants and external experts from industry practice,

On behalf of the emma board and the Media Economics Division of the German Communication Association (DGPK), the host team from Macromedia University of Applied Sciences welcomes you to the emma conference 2022.

Business model and product innovation driven by digital technologies, entrepreneurs, and intrapreneurs setting up new ventures, as well as changed media policies blur or change boundaries between media industries, the structure within them, and the relation to other business sectors.

With the conference's key theme "Reorganization of Media Industries: Digital Transformation, Entrepreneurship, and Regulation" we shall address the fundamental changes of media and adjacent industries in this context.

We received many submissions focussing on the conference theme, but also beyond that we are happy to present in a fantastic line-up of parallel sessions framed by presentations and panels with distinguished academics, media practitioners, and industry decision makers respectively.

We are looking forward to inspiring days of discussions, networking, and enjoying to see each other at a physical event, but not forgetting our fellow Europeans suffering due to the war in the Ukraine.

Castulus Kolo, president of Macromedia University of Applied Sciences on behalf of the organization committee

The Host Team



Castulus Kolo



Joschka Mütterlein



Florian Haumer



Mohamed Badr



Christian Milster



Inga Heins



Anna Krins



Stephy Brand



Nanette Willberg



Sarah Schmid



Alexander Roth



Christopher Schmidt



Tino Siegl

The emma Board



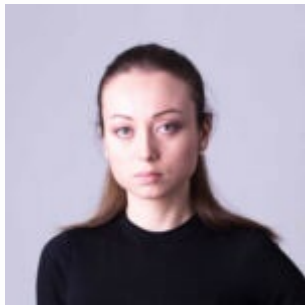
John Oliver
President



Joaquin Cestino
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Bianca Harms
Communications Portfolio



Dinara Tokbaeva
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Denise Voci
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Castulus Kolo
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Ivana Kostovska
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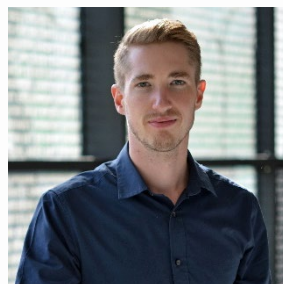
Media Economics Section of the German Communication Association (DGPuK)



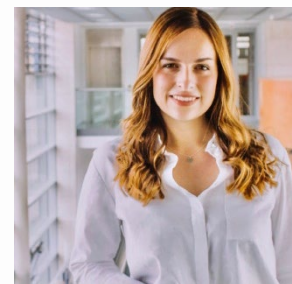
Christian Zabel
Spokesman



Christian-Mathias
Wellbrock
Deputy Spokesman



Robin Riemann
Representative
MedienökonomieJR



Miriam Bernhard
Representative
MedienökonomieJR

Conference Program

PRE-CONFERENCE DAY – WEDNESDAY 15TH JUNE

<p>08:00AM-12:00AM</p>	<p>PhD workshop at Macromedia, Aula, 6th Floor, Sandstraße 9, 80335 München</p> <ul style="list-style-type: none"> • English-speaking PhD workshop • PhD activities are planned by junior scholars' network from Media Economics Section of the German Communication Association (DGPK)
<p>12:00AM-01:00PM</p>	<p>Lunch at Macromedia, Cafeteria, 6th Floor</p> <ul style="list-style-type: none"> • Lunch for participants of PhD workshop
<p>01:00PM-05:00PM</p>	<p>JOMBS paper development at Macromedia, Sandstraße 9, 80335 München</p> <ul style="list-style-type: none"> • JOMBS paper development workshop with experienced reviewers and editors
<p>03:00PM-05:00PM</p>	<p>Beer and Oktoberfest Museum (starting from Macromedia site), to be booked before arrival (reservation via email to all participants)</p> <ul style="list-style-type: none"> • Activity for participants not engaging in the paper development workshop • Guided beer tasting and intro to the history of the Oktoberfest
<p>07:00PM-10:00PM</p>	<p>Pre-conference reception at Werk1, Ostbahnhof, Atelierstraße 29, 81671 München (a start-up hub and area undergoing substantial transformation from traditional industries)</p> <p>Reception in the evening for all conference guests</p> <ul style="list-style-type: none"> • Welcome speech by Castulus Kolo (as Macromedia president representing the host) • Get-together with some national/regional journalists (media industry experts) • Information on emma connect and get together for emma connect in separate room • Drinks and finger food served as flying buffet, several restaurants/bars nearby for more substantial dinner

CONFERENCE DAY 1 – THURSDAY 16TH JUNE

09:00AM-09:30AM	<p>Opening session at Augustinerkeller, Festsaal, Arnulfstraße 52, 80335 München</p> <ul style="list-style-type: none"> • Reception and welcome desk for registration (at Festsaal entrance) • Welcome by emma president, Macromedia president, and representatives of media economics section of the German Communication Association (DGPuK) • Possibly additional welcome by local/regional political representative
09:30AM-10:15AM	<p>Practitioners insights “Challenges for media management in times of war” at Augustinerkeller, Festsaal</p> <ul style="list-style-type: none"> • Daria Taradai (Journalist, live from Ukraine) [v] • Helge Fuhst (Editor in chief ARD Aktuell, German National Broadcasting) [v] • moderated by Michal Glowacki (Warsaw University)
10:15AM	<p>Coffee break at Augustinerkeller, Festsaal</p>
10:30AM-11:15AM	<p>Best Paper Presentation at Augustiner, Festsaal</p> <ul style="list-style-type: none"> • Presentations of three best paper award nominees; each 10 minutes • Voting by emma members and participants • moderated by Florian Haumer (Macromedia University)
11:15AM-12:15PM	<p>Insight “Regulation of digital media” at Augustinerkeller, Festsaal</p> <ul style="list-style-type: none"> • “Regulation of digital media and its consequences” with two experts from academia: Claudia Loebbecke (Cologne University) & Tom Evens (Ghent University) • moderated by John Oliver (emma president; Bournemouth University)
12:15PM	<p>Lunch at Augustinerkeller, Terrace, Arnulfstraße 52, 80335 München, 10 minutes walking distance to Macromedia</p>
01:30PM-04:45PM	<p>Paper sessions at Macromedia with six parallel tracks/rooms, Sandstraße 9, 80335 München</p> <ul style="list-style-type: none"> • time to change rooms after each session • one track on German only topics • 01:30pm-02:25pm: Session 1 (three to four presentations in each track) • 02:40pm-03:35pm: Session 2 (three to four presentations in each track) • 03:50pm-04:45pm: Session 3 (three to four presentations in each track)
04:45PM	<p>Coffee Break</p>
05:00PM-06:00PM	<p>Assembly of the media economics section of the German Communication Association at Macromedia, Room: Aula, 6th Floor</p>
07:30PM-22:00PM	<p>Bavarian Dinner at Augustinerkeller, Outside</p> <ul style="list-style-type: none"> • Joint dinner at traditional beer garden, with some Bavarian folklore • Welcome speeches by Macromedia dean Florian Haumer and Stadtrat Lars Mentrup, City Councillor of Munich

CONFERENCE DAY 2 – FRIDAY 17TH JUNE

8:00AM-8:15AM	Bus transfer for conference participants from Macromedia to Microsoft's location (15 minutes), Walter-Gropius-Straße 5, 80807 München
9:00AM-10:00AM	Keynotes “Technology and Media” at Microsoft <ul style="list-style-type: none"> • Keynote 1: Andy Beach, Industry CTO für Media & Entertainment, Microsoft corporate, 25 min plus Q&A • Keynote 2: “Into the next generation of video: Metaverse TV”. Prof. Dr. Eli Noam, Columbia University, 25 min plus Q&A
10:00AM-11:15AM	Panel discussion “Emerging Technologies as Drivers of Change – Opportunities and Challenges for Incumbent Media Companies” at Microsoft <ul style="list-style-type: none"> • Christoph Bauer (CEO DuMont Mediengruppe) • Annette Green (Director Sales, Media and Professional Services Microsoft Germany) • Claudius Senst (CEO BILD-Gruppe & WELT-Gruppe, Axel Springer) • Elke Walthelm (EVP Content, GF Sky Germany, Man. Dir. NBC Universal Germany) • Katja Wildermuth (Director-General Bayerischer Rundfunk; public broadcasting) • moderated by Castulus Kolo (Macromedia University)
11:15AM	Coffee break
11:30AM-12:00AM	Meet the editors plus Q&A (focus tbd) <ul style="list-style-type: none"> • Leona Achtenhagen (Jönköping University) – Journal of Media Business Studies • Bozena Mierzejewska (Fordham University) – International Journal of Media Management [v] • Michel Clement (Hamburg University) – Journal of Media Economics • moderated by Joschka Mütterlein (Macromedia University)
12:00PM	Lunch at Microsoft
12:45PM	Bus transfer to Macromedia's location
01:30PM-04:45PM	Paper sessions at Macromedia with six parallel tracks/rooms, Sandstraße 9, 80335 München <ul style="list-style-type: none"> • time to change rooms after each session • 01:30pm-02:25pm: Session 4 (three to four presentations in each track) • 02:40pm-03:35pm: Session 5 (three to four presentations in each track) • 03:50pm-04:45pm: Session 6 (three to four presentations in each track)
04:45PM	Coffee break
05:00PM	emma general assembly at Macromedia
07:00PM-07:15PM	Bus transfer (15 minutes) from Macromedia to “Filmcasino”, Odeonsplatz 8, 80539 München (alternatively a 25 min walk)
07:30PM-23:00PM	Gala dinner at “Filmcasino” (awards, emma 2023, ...) colleagues may stay in the location that will be transformed into a dancefloor (open to the public after 23.00)

POST CONFERENCE ACTIVITIES – SATURDAY 18TH JUNE

	Munich city tour with stops at several locations of touristic interest (e.g. Nymphenburg Palace, Olympiapark, City Surfers, Viktualienmarkt, completed by beer garden visit at the end). To be booked at conference desk upon arrival.
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PhD Workshop powered by MedienökonomieJR

(15.06.2022, 08:00 am - 12:00 pm; Room: Auditorium, 6th floor)

by Miriam Bernhard (Technische Universität Ilmenau) and Robin Riemann (Johannes Gutenberg-Universität Mainz)

08.00 - 08.30 am	Welcome & introduction
08.30 - 10.00 am	First round of the workshop
10.00 - 10.30 am	Coffee break
10.30 - 12.00 am	Second round of the workshop

Paper development workshop (Wednesday, 15.06.2022, 01:00 – 05:00 pm)

	Paper	Authors	Main reviewer	Reviewer 2	Reviewer 3	
Room 407						
01:00 – 01:45 pm	Digitalisation and the need for a humanistic perspective on media management	Sophie Gourevitch , Ghislain Deslandes	Leona Achtenhagen (JIBS)	Francisco J. Pérez-Latre	Zvezdan Vukanovic	
01:45 – 02:30 pm	Global trends in media management and economics publishing industry	Zvezdan Vukanovic		Sophie Gourevitch	Francisco J. Pérez-Latre	
Coffee break						
03:00 – 03:45 pm	Public service media management and audience participation: “La gran consulta” in Spain	Francisco J. Pérez-Latre , Clara González-Tosat, Mercedes Medina-Laverón		Vukanovic, Zvezdan	Sophie Gourevitch	
Room 409						
01:00 – 01:45 pm	Innovative Format Development in German Public Service Media	Henriette Heidbrink , Christian Bernhardt, Johan Helmer Hein, Aniko Schusterius	Päivi Maijanen (LUT)	Evelyn Kästner		
01:45 – 02:30 pm	Citizens' Perceptions of PSM Performance: Expectations - Evaluation Discrepancies and Their Relationship with Media Consumption and Political Attitudes	Campos, Marcela		Henriette Heidbrink	Evelyn Kästner	
Coffee break						
03:00 – 03:45 pm	Development of an Online-KPI-Based Framework to Monitor Brand Awareness Apart From Primary Surveys	Evelyn Kästner, MarieChristien Behr, Kim Marie Bellon, Anna Fischer, Emely Lotis, Alexandra Schmidt		Campos, Marcela	Henriette Heidbrink	

	Paper	Authors	Main reviewer	Reviewer 2	Reviewer 3	General discussion
Room 411						
01:00 – 01:45 pm	News media and deplatformization: Need and potential to "break free" from online platforms	Katja Lehtisaari , Carl-Gustav Lindén, Mikko Grönlund, Mikko Villi	Joaquin Cestino (JIBS)	Christian Zabel	-	
01:45 – 02:30 pm	The role of Flow, Content, and System Quality in Virtual Reality Gaming Acceptance	Reinhard E. Kunz, Marc Hermanns, Christian Zabel		Katja Lehtisaari	-	
Coffee break						
03:00 – 03:45 pm	The future of innovative localization technologies and local media management: insights from an international Delphi study	Harald Rau, Per Ole Uphaus , Naomi Nowak		Cristian Ramón Marín Sanchiz	-	
03:45 – 04:30 pm	Challenges in freelance journalism academic research: a literature review	Cristian Ramón Marín Sanchiz , José María Valero Pastor		Per Ole Uphaus	-	
Room 507						
01:00 – 01:45 pm	Between Experts and Ignorers A Typology of Audience Analytics Use in the Newsroom Based on Individual and Org...	Riemann, Robin	Michel Clement (Universität Hamburg)	Alexander Roth	Kleer, Nicola	
01:45 – 02:30 pm	Social media communication guidelines for media companies – A quantitative content analysis and multiple regression analysis of media brands' Facebook posts	Kleer, Nicola		Riemann, Robin	Alexander Roth	
Coffee break						
03:00 – 03:45 pm	The Players' Perspective on Value Co-Creation in Esports Service Ecosystems	Alexander Roth , Reinhard E. Kunz, Castulus Kolo		Kleer, Nicola	Riemann, Robin	
Room 509						
01:00 – 01:45 pm	Getting local journalism towards digital transformation: Participatory news apps as the key	Naomi Nowak, Harald Rau, Per Ole Uphaus	Britta Gossel (HNEE)	Dinara Tokbaeva	-	
01:45 – 02:30 pm	Transforming a traditional newspaper publisher into a digital asset holder: A case study on the interplay of the business portfolio, organization, and leadership	Dinara Tokbaeva , Castulus Kolo		Per Ole Uphaus	-	
Coffee break						
03:00 – 03:45 pm	Coding on deadline: A five-factor model for crisis-driven innovation in the Newsroom	Mtchedlidze, Junai		Christian Zabel	-	
03:45 – 04:30 pm	Impact of networking on explorative innovation in emerging technology markets: The case of German XR Firms	Christian Zabel , Verena Telkmann		Mtchedlidze, Junai	-	

Parallel Session Schedule

Room: Audimax, 6 th floor Public Service Media (I)	Room 407 Business Models, Transformation and Strategy in Journalism (I)	Room 411 Marketing and Advertising	Room 125 Digital Media	Room 509 Film, TV and VOD
<p>Session Chair: <i>Leona Achtenbagen</i></p> <p>Digital Transformation, Media Reorganization and the Challenge for PSM</p>	<p>Session Chair: <i>Katja Lehtisaari</i></p> <p>Who eats up the attention? Analyzing one day of digital news use in Germany - A network analytic approach</p>	<p>Session Chair: <i>Joaquin Cestino</i></p> <p>The rise of user-based revenue streams among marketing innovations for news. A European analysis of paywalls and membership models</p>	<p>Session Chair: <i>Gregory Lowe</i></p> <p>Opportunities and Challenges for Pure Play Streaming Services on Smart Speaker Platforms</p>	<p>Session Chair: <i>Svenja Hagenhoff</i></p> <p>Stepping In and Out: Formal Structures and Informal Coordination Practices in Film Crews</p>
<p><i>Gillian Doyle</i></p>	<p><i>Ingo Knuth, Thomas Petzold, Florian Richter</i></p>	<p><i>José M. Valero-Pastor, Korbinian Klinghardt, Renée Lugschitz, Mirco Saner, Maïke Körner</i></p>	<p><i>Levent Uyar, Besarta Veseli, Michael Kandziara, Michel Clement</i></p>	<p><i>Stavros Georgiades</i></p>
<p>Influence of Public Service Media Consumption on Citizens' Need for Public Media: The Moderating Role of Political Ideology</p>	<p>Predicting the users' willingness to participate in location-based news apps</p>	<p>What drives national media industries' growth? A global long-term study on the interrelation of potential impact factors</p>	<p>Brand Involvement with Gen Z</p>	<p>Geo Content Score – From Product Placement to Data-Driven Geo-Intelligence in Motion Picture Content</p>
<p><i>Marcela Campos Rueda, Manuel Goyanes</i></p>	<p><i>Per Ole Uphaus, Harald Rau</i></p>	<p><i>Castulus Kolo</i></p>	<p><i>[Online] Bjoern Finkenberger</i></p>	<p><i>Jens Friederich, Flavio Horbach, Pascal Neis, Sven Pögel, Alexander Rossner, Patrick Stellbauer</i></p>
<p>Sensors as Stakeholders in the Journalistic Profession: Context, Relevance, and Research Opportunities</p>	<p>A pragmatic approach to newsroom innovation and transformation during the Covid-19 crises - Process Innovation Live Tracker at Verdens Gang</p>	<p>Brand AR Filters in Social Media Apps: An Analysis of Use Cases and the Advertising Impact on Generation Z</p>	<p>Purchase and Churn Prediction for a Digital Journalistic Platform</p>	<p>Neuroscience and Big Data Applied to Fiction Series: Emotional Gratification</p>
<p><i>Claudia Loebbecke, Irina Boboschko</i></p>	<p><i>Maria Konow-Lund, Junai Mchedlidze, Jens Barland</i></p>	<p><i>Tatjana Schneider, Stefan Graser, Jasmin Ebert, Stephan Böhm</i></p>	<p><i>[Online] Daniel O'Brien, Reinhard E. Kunz</i></p>	<p><i>Enrique Guerrero-Pérez, Patricia Diego</i></p>
<p>The effects of global chain ownership on digital transformation and management of news media</p>	<p>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</p>	<p>The more fake, the more real: How the credibility of real and virtual influencers affects purchase intention</p>	<p>[Online] Attributions as transformation preventer</p>	<p>Third-Generation Video Content: A Reality Check</p>
<p><i>Jonathan Hendrickx, Aske Kammer</i></p>	<p><i>Holger Sievert, Florian Meißner</i></p>	<p><i>Evelyn Kästner, Melanie Baczynski</i></p>	<p><i>Ann-Sophie Forndran</i></p>	<p><i>Eli Noam</i></p>

Parallel Session 1

Thursday,
16.06.2022

01:30pm –
02:25pm

	Room: Audimax, 6 th floor Public Service Media (II)	Room 407 Business models, transformation and strategy in journalism (II)	Room 411 Entrepreneurship	Room 125 Games and Twitter	Room 509 Innovation in media
	<p>Session Chair: <i>Mart Ots</i></p> <p>Politicization as a factor of shaping news in the public service media: A case study on public television in Poland</p> <p><i>Agnieszka Weglińska, Maria Wąsicka-Sroczyńska</i></p> <p>Public service media management and audience participation: "La gran consulta" in Spain</p>	<p>Session Chair: <i>Cornelia Mothes</i></p> <p>Getting local journalism towards digital transformation: Locative news as the key</p> <p><i>Naomi Nowak, Harald Rau, Per Ole Uphaus</i></p> <p>How news media recover from COVID-19: Bounce back, bounce forward and bounce beyond</p>	<p>Session Chair: <i>Paulo Faustino</i></p> <p>Celebrity founders and reputation building through media</p> <p><i>Sindi Sheri, Leona Achtenhagen, Lucia Naldi</i></p> <p>Learning from the role and impact of founders in start-ups. A framework for research and practice of intra- and entrepreneurship in journalism</p>	<p>Session Chair: <i>Holger Stevert</i></p> <p>The players' perspective on value co-creation in eSports service ecosystems</p> <p><i>Alexander Roth, Reinhard E. Kunz, Castulus Kolo</i></p> <p>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.</p>	<p>Session Chair: <i>Ute Rademacher</i></p> <p>CEO Characteristics and Media Firm Innovation and Performance</p> <p><i>John Oliver</i></p> <p>Innovation in News Media: Success factors and obstacles in European cross-disciplinary and cross-border innovative projects. The case of Stars4Media.</p>
	<p><i>Francisco J. Pérez-Latre, Clara González-Tosat, Mercedes Medina-Laverón</i></p> <p>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.</p>	<p><i>Mona Sobvoll</i></p> <p>The Lean Startup Model on Data Journalism: Lessons from BBC</p>	<p><i>Cornelia Wolf, Daniel Seibert, Daniel Ziegele</i></p> <p>The German Control of Abusive Practices and Merger Control in the Media Sector: Status Quo, Problems & Prospects</p>	<p><i>[Online] Miguel Álvarez-Peralta, Raúl Rojas-Andrés</i></p> <p>Professional gamers posts on Twitter: a Use and gratifications perspective</p>	<p><i>Giordano Zambelli, Catalina Dumbraveanu, Luciano Morganti</i></p> <p>Generation Z as a game changer of the media industry in Russia</p>
	<p><i>Mathias Felipe de-Lima-Santos, Lucia Mesquita</i></p>	<p><i>Marie Kohlschreiber, Björn Kuchinke</i></p>	<p><i>Adèle Berndt</i></p>	<p><i>Adèle Berndt</i></p>	<p><i>Daria Vyugina</i></p>
				<p>The Role of Technology and Content in Virtual Reality Gaming Acceptance</p> <p><i>Reinhard E. Kunz, Marc Hermanns, Christian Zabel</i></p>	

Parallel Session 2

**Thursday,
16.06.2022**

**02:40pm –
03:35pm**

Room: Audimax, 6 th floor Media Management Education	Room 407 Business Models, Transformation and Strategy in Media	Room 411 Data, Algorithms and Artificial Intelligence	Room 125 Video and Virtual Content	Room 509 Media Professions
Session Chair: Uwe Eisenbeis Educating media managers and entrepreneurs for uncertainty: A practice-theoretical perspective	Session Chair: Tomi Evens 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	Session Chair: Dmara Tokbaeva Using Natural Language Processing for Individualized Customer Communication – The Case of Voice-based Systems	Session Chair: Sławos Georgiadis The Polish market of VOD platforms in the perspective of media marketing - preliminary results of the content analysis of on-demand platforms.	Session Chair: Rosanna Planer Professionals at media companies: an anthropological framework for their work
<i>Sven-Ove Horst, Geoffrey Graybeal</i>	<i>Barbara Brandstetter</i>	<i>Sabine Baumann, Jan Ehlers</i>	<i>Ksenia Wroblewska</i>	<i>Francisco J. Pérez-Latre, Charo Sádaba-Chalezquer, Xavier Bringué</i>
Integrating computational thinking across the creative business curriculum	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
<i>Natalia Berger, Joke Hermes</i>	<i>Michel Clement, Felix Eggers, Elena Koch, Petra Fichtenbusch</i>	<i>Harald Rau, Per Ole Uphaus, Naomi Nowak</i>	<i>[Online] Bjoern Finkenberger</i>	<i>José M. Valero-Pastor, Christian-Ramón Marín-Sánchez</i>
Media Management Education in the US and Europe – What Shapes the Content of Media Management Curricula?	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.	Managing competition between legacy television services and video streaming platforms in Hungary in the early 2020s – A case study	How is entrepreneurial orientation related to learning in media organisations?
<i>Florian Haumer, Castulus Kolo, Bozena Mierzejewska, Christopher Schmidt, Axel Roepnack</i> Zooming in or out? – A comparative educational analysis of an in-classroom and a digitalised media management research project <i>Ute Rademacher</i>	<i>Päivi Maijanen, Joaquin Cestino, Ulrike Rohn, Paavo Ritala, Leona Achtenhagen</i>	<i>Magdalena Ciepluch, Katharina Willbold, Uwe Eisenbeis</i>	<i>[Online] Tamás Csordás, Mihály Gálik</i>	<i>Miriam Bernhard, Britta Maria Gossel, Andreas Will</i>
			Impact of Networking on explorative innovation activities in emerging media technology markets. The case of German XR firms	Defining the Media Sector and its Industries in the Digital Era: What exactly are “Media” these days
			<i>Christian Zabel, Verena Telkmann</i>	<i>Gregory Ferrel Lowe, Eli Noam</i>

Parallel Session 3

**Thursday,
16.06.2022**

**03:50pm –
04:45pm**

Room: Audimax, 6 th floor Media Regulation	Room 407 Journalism, Communication and Online Media	Room 411 Guidance and Diversity in Media	Room 125 Strategies and Transformation in the Media Market	Room 509 Influence of Analytics on Media Companies (GERMAN)
Session Chair: Joschka Mitterlein	Session Chair: Michel Clement	Session Chair: Barbara Brandstetter	Session Chair: Juliane Lischka	Session Chair: Sabine Baumann
An analysis of big tech EU competition policy: The case of Alphabet, Amazon, Apple and Meta	The Digital Renewal of News Media Brands – An Experimental Study of Tagesschau's Brand Perception on TikTok	Social media communication guidelines for media companies – A quantitative content analysis and multiple regression analysis of media brands' Facebook posts	[Online] Social Media Influencers as Entrepreneurial Journalists? Prospects of Upcoming Political News Influencers in International Perspective	Mit sich selbst im Reinen? Der Einfluss von Audience-Metrics-Nutzung auf das journalistische Rollenverständnis
<i>Nicholas Nicoli, Petros Iosifidis</i>	<i>Hanna Kerschefski, Jonas Steffl, Christopher Buschow</i>	<i>Nicola Kleer, Reinhard E. Kunz</i>	<i>Cornelia Mothes, Castulus Kolo, Florian Haumer</i>	<i>Robin Riemann, Laura Rodwald, Enrico Schaffert, Dilara Görün, Mike Konsorke, Lara Eberl, Thilo Schwalger</i>
The platform society considered under the conditions of a public sphere characterized by different theories of democracy. More regulation as an inevitable consequence?	News Distribution and Sustainable Journalism: Effects of Social Media News Use and Media Skepticism on Citizens' Paying Behavior	Polyphony and Voices Plurality: How Newsrooms Innovate to Manage Diversity?	Context empowerment in knowledge recommendation: an exploration of KOL community operation in the field of knowledge payment based on high-low context communication theory	Innovative Formatentwicklung im öffentlich-rechtlichen Rundfunk. Prozesse, Teams, Plattformen und Kreativität im digitalen Zeitalter
<i>Ralf Spiller, Jan Niklas Kocks</i>	<i>Manuel Goyanes, Rebecca Scheffauer, Homero Gil de Zuñiga</i>	<i>Greta Gober, Michal Glowacki</i>	<i>[Online] Zewei Liu, Yiner Chen, Shuji Wang, Tian Zhao, Xiangyu Hou</i>	<i>Henriette Heitbrink, Christian Bernhardt, Johan Helmer Hein, Aniko Schusterius</i>
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	Exploring the role of corporate governance for digital entrepreneurship – a network study of screen-media ventures in the Nordic and Baltic countries	Regulating the distribution of state institutional advertising to private media organizations: a cross-country comparative analysis	Zahlen haben auch Gefühle – Wie der Einsatz von Audience Analytics das Redaktionsklima in deutschen Medienhäusern beeinflusst
<i>Ivana Kostovska</i>	<i>Rosanna Planer, Daniel Seibert, Alexander Godtulla</i>	<i>Vejune Zemaityte, Leona Achtenhagen, Ulrike Rohn</i>	<i>[Online] Adriana Mutu</i>	<i>Robin Riemann, Marie-Christien Bormann, Annika Großmann, Kristina Ivanova, Věriya Lukhmanova, Luisa Mertel, Rebecca Stephan</i>
	Development of an Online-KPI-Based Model to Monitor Brand Awareness Apart From Primary Surveys	A computational approach to measure the political diversity of news content: The roles of media's competitive position and ownership form	Exploring, defining and structuring the domain of media brand trust	
	<i>Evelyn Kästner, Marie-Christien Behr, Kim Marie Bellon, Anna Fischer, Emely Lotis, Alexandra Schmidt</i>	<i>Marcel Garz, Mart Ois, Helle Sjøvaag</i>	<i>Steffen Heim, Sylvia Chan-Olmstedt, Claudia Fantapié Altobelli, Michael Fretschner, Lisa-Charlotte Wolter</i>	

Parallel Session 4

Friday, 17.06.2022

**01:30pm –
02:25pm**

Room: Audimax, 6 th floor Crisis and Resilience (I)	Room 407 Data, Algorithms and Artificial Intelligence in Journalism	Room 411 Social Media	Room 125 Strategies and Practices in Media Markets (I)	Room 509 Transformation of the Media Industry (GERMAN)
<p>Session Chair: Gilian Doyle</p> <p>Global pandemic, local impact – how online news media frame COVID-19</p> <p><i>Mona Søvoll, Ragnhild Olsen, Marte Høyby</i></p>	<p>Session Chair: Sven-Ove Horst</p> <p>AI in Journalism: A Multiple Case Study about AI-Newsworker Collaboration in German Newsrooms</p> <p><i>Meike Grimme, Christian Zabel</i></p>	<p>Session Chair: Adele Berndt</p> <p>A billion stars and influencers on the web: Whom to choose for social media ads on Instagram?</p> <p><i>Sophia Gaenssle, Oliver Budzinski</i></p>	<p>Session Chair: José Valero-Pastor</p> <p>Leading the strategic transformation in the publishing industry: cultural and portfolio transformation of a media publisher into a digital asset holder</p> <p><i>Dinara Tokbaeva, Castulus Kolo</i></p>	<p>Session Chair: Stephan Böhm</p> <p>Viel Anpassung für wenig Geld: Der Einfluss metrikgetriebener Gestaltungsmuster auf die Zahlungsbereitschaft für die digitaljournalistische Inhalte</p> <p><i>Robin Riemann, Hannah Ernst, Nathalie Gräber, Anna Rolke, Franziska Stoffel, Lina Stolecki, Pauline Wiegel</i></p>
<p>The future of innovative localization technologies and local media management</p> <p><i>Per Ole Uphaus, Naomi Nowak, Harald Rau, Björn Beringer</i></p>	<p>Quality of data journalism. Managerial implications from a quantitative analysis of weekly news magazines in Germany.</p> <p><i>Ingo Knuth, Tong-Jin Smith, Anna Maria Hobbold</i></p>	<p>Debunking the myth of business mediatization: Tracing stakeholder communication in social media</p> <p><i>Annika Ehlers, Leona Achtenhagen, Thomas Cyron</i></p>	<p>Media regulation in the context of digital transformation in Russia</p> <p><i>[Online] Elena Vartanova, Daria Vyugina</i></p>	<p>Die Bedeutung von Kundenengagement im digitalen Zeitalter</p> <p><i>Nicola Kleer</i></p>
<p>How Do Media Organisations Learn? A Comparative Study between German and US Media Organisations</p> <p><i>Miriam Bernhard, Jonas Weber, Andreas Will, Britta Maria Gossel</i></p>	<p>Covering the New(s): Exploring the Automation-Augmentation Paradox Through News Media Portrayals of AI and Journalism</p> <p><i>Prince Johnson, Agnes Stenbom</i></p>	<p>Informants, Entertainers, Individuals: Three different approaches to media organizations' digital transformation through science communication on Instagram</p> <p><i>Daniel Seibert, Rosanna Planer, Alexander Godulla</i></p>	<p>How to outplay the system in times of pandemic? The struggle for symbolic power in social media in Poland</p> <p><i>[Online] Karolina Brylska</i></p>	<p>Komplizierte Verhältnisse. Veränderungen in den Beziehungen zwischen Medienunternehmen und Influencer:innen – Ergebnisse einer Befragung deutscher Medienunternehmen</p> <p><i>Anna Zimmermann, Magdalena Hoffmann, Klaus-Dieter Altmeyen</i></p>
<p>News media and deplatformization: Need and potential to "break free" from online platforms</p> <p><i>Katja Lehtisaari, Carl-Gustav Lindén, Mikko Grönlund, Mikko Villi</i></p>	<p>Publishing is not a job anymore, it's a button</p> <p><i>Svenja Hagenhoff</i></p>	<p>Entrepreneurial Activity and Professionalisation of Social Media Influencers - A Survey on Business Models of Content Creators in International Comparison</p> <p><i>Florian Haumer, Castulus Kolo, Alexander Roth</i></p>	<p>Scaling Video Streaming for MENA and APAC Audiences</p> <p><i>Ilhem Allagui</i></p>	

Parallel Session 5

Friday, 17.06.2022

02:40pm – 03:35pm

Room: Audimax, 6 th floor Transformation in Communication		Room 407 Media Productions - Podcast		Room 411 Media Industry		Room 125 Strategies and Practices in Media Markets (II)		Room 509 Role of media in investment communities	
Session Chair: Florian Haumer		Session Chair: Harald Rau		Session Chair: Christian Zabel		Session Chair: Aske Kammer		Session Chair: Miriam Bernhard	
Digitalisation and the need for a humanistic perspective on media management		Paying for Podcasts? An analysis of which factors predict past payment for podcasts		Starting Point for More Dialogue? Analyzing Similarities and Differences Between Media and Communication Management Based on Systematic Reviews from Three Decades		The changing dynamics of strategic management in the Norwegian newspaper industry. A fifteen-year survey of newspaper executives' perceptions.		No Limits? Effects of FOMO and Gamification on Individual Investment Behaviours in Neo-Broker Stock Trading	
<i>Sophie Gourevitch, Ghislain Destandes</i>		<i>Aske Kammer, Thomas Spejlborg Sejersen</i>		<i>Markos Mpadianes, Sophia Charlotte Volk</i>		<i>Junai Michedlidze, Jens Barlan, Arne H. Krumsyik</i>		<i>Brigitte Kleinselbeck, Udo Bonniter, Heiko Reusch, Hendrik Schmidt</i>	
Leading and working in communication after Covid-19. How communication managers and employees perceive the future of their work.		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		The thematic, exploratory and quantitative bibliometrics of the global most cited and influential books in media management and economics research from 1974–2021		Media Management and Media Economics research in the Indian context: A Systematic Literature Review		Strategic Communication of Digital Media Entrepreneurs: Exploring Practices of Legitimacy-Crafting in the Crypto-Community	
<i>Lisa Dühring</i>		<i>Anna Jupowicz-Ginalska</i>		<i>Zvezdan Vukanovic</i>		<i>[Online] Manasi Agarwal, Madhupa Bakshi, Soumya Sarkar</i>		<i>Patrick Peter, Sven-Ove Horst, Sabine Baumann</i>	
Digital Transformation of Journalistic Skills		The Datafication of Podcasting		Beyond bits: Digital media mapping as a tool towards the understanding of the wider media landscape and its relationship to information and disinformation spheres		Effects of Technology and Content on Perceived Immersion and Paying Intent for Digital Journalism		Contextualizing Mobile Media Usage: An Empirical Study among Digital Natives in Germany	
<i>Juliane Lischka, Nadja Schaeetz, Laura Laugwitz</i>		<i>Thomas Spejlborg Sejersen, Aske Kammer</i>		<i>Miguel Paisana, Miguel Crespo, Caterina Foa, Ana Pinto-Martinho, Pedro Caldeira Pais</i>		<i>[Online] Lea Püchel, Joschka Mütterlein, Christian-Mathias Wellbrock, Reinhard E. Kunz</i>		<i>Stephan Böhm, Stefan Graser, Jasmin Ebert</i>	
		How we can research creativity in media industries		How we can research creativity in media industries		Situational awareness and digital strategies: the case of Schibsted			
		<i>Mads Møller, T. Andersen</i>		<i>Nina Kvalheim</i>					

Parallel Session 6

Friday, 17.06.2022

03:50pm – 04:45pm

Short Bios of Keynote Speakers, Panelists, and Moderators

Challenges for media management in times of war (Daria Taradai, Dr. Helge Fuhst, Prof. Dr. Michal Glowacki)

DARIA TARADAI

Journalist, live from Ukraine

Daria Taradai, Ph.D., is a scholar from the National University of Kyiv Mohyla Academy, Ukraine. Also, Daria is a media practitioner with experience working on television, radio, and press. She is particularly interested in researching the media coverage of international conflicts.

Dr. HELGE FUHST

ARD Aktuell
Editor in chief

Dr. Helge Fuhst, editor-in-chief of ARD’s nightly news show, “tagesthemen”, and deputy head of ARD’s “tagesschau”, Germany’s longest-running and leading news show.

Previously, Fuhst was in charge of ARD’s parliamentary channel “phoenix”, TV talk show host, reporter at NDR’s Hannover Bureau, as well as producer at ARD’s Washington, D.C. Bureau. He was born in Hannover, Germany in 1984.



Prof. Dr. MICHAL GLOWACKI

Editor-in-Chief of Central European Journal of Communication
University of Warsaw

Dr. Michał Głowacki (dr hab.) has been involved in several large European research projects including “Media Accountability and Transparency in Europe” (2010–2013) and “Journalism in Change: Professional Journalistic Cultures in Russia, Poland and Sweden” (2011–2014).

He has been awarded scholarships by the Danish Agency for Science, Technology and Innovation, the Swedish Institute, the Research Council of Norway and the Polish-American Fulbright Commission. He was the Programme Advisor to the Advisory Group on Public Service Media Governance at the Council of Europe in 2010. His research interests are media policy, public service media and innovation culture. Michał Głowacki is the Editor-in-Chief of Central European Journal of Communication – scientific journal of the Polish Communication Association.



Best Paper Presentation (moderated by Prof. Dr. Florian Haumer)

**Prof. Dr.
FLORIAN
HAUMER**

Macromedia
University

Dean Culture,
Media, Psychology

Dr. Florian Haumer is Professor of General Media Management and Marketing Management at the Munich Campus of Macromedia University of Applied Science. Since December 2018, he has headed the Faculty of Media at Macromedia University as Dean. He has held various positions in the media and consulting industry and focuses on media management, strategic organizational communication, media effects research and communicator research.



Regulation of digital media and its consequences (Prof. Dr. Claudia Loebbecke, Prof. Dr. Tom Evens, Prof. Dr. John Oliver)

**Prof. Dr.
CLAUDIA
LOEBBECKE**

University of
Cologne

Chair Media and
Technology

Prof. Dr. Claudia Loebbecke, M.B.A. holds the Chair of Media and Technology Management at the University of Cologne, Germany, and is elected member of the 'WDR' supervisory board ('WDR Verwaltungsrat').

2005-2006 she was the first female President of the global Association for Information Systems (AIS), which named her AIS Fellow in 2012 and a Distinguished Member cum laude in 2019. Since 1995, she has served on editorial boards of prestigious IS journals including 20 years as Senior Editor. Previously employed by McKinsey & Company in Germany and several international business schools, she is an experienced researcher and consultant focusing on technological developments, business models, and organizational transformation - especially in the media and telecommunication industries.



Claudia holds a PhD in business from the University of Cologne and an MBA from Indiana University, IN, US - the latter supported by a Fulbright Grant and a DAAD Scholarship. For details, see www.mtm.uni-koeln.de/team-loebbecke-home.htm.

**Prof. Dr.
TOM EVENS**

imec research group
for Media,
Innovation and
Communication
Technology

Senior Researcher

Ghent University

Tom Evens is an Associate Professor at the Department of Communication Sciences at Ghent University, Belgium, and a senior researcher at the imec research group for Media, Innovation and Communication Technology (www.mict.be).

He specialises in the economics and policies of digital media and technology markets, and has widely published on the media business in international peer-reviewed journals and edited volumes.



He is the lead author of *The Political Economy of Television Sports Rights* (Palgrave, 2013) and *Platform Power and Policy in Transforming Television Markets* (Springer, 2018) and the co-editor of *Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice* (Routledge, 2020) and *Media en Innovatie in een Sameneving in Verandering* (ASP Editions, 2021). He served as the Deputy President of the European Media Management Association (between 2017 – 2019).

**Prof. Dr.
JOHN OLIVER**

President emma

Bournemouth
University

John Oliver has a successful track record of delivering instrumental impact from his research. Most recently his research on the impact of crisis events on the levels of innovation and corporate financial performance influenced the UK Govts new 'Build Back Better: our plan for growth' and the Business, Energy and Industrial Strategy Committee's new 'Innovation Strategy' which aims to incorporate long-term strategies that centre on business investment that drives innovation in the UK economy.



His research has made a demonstrable impact on UK Communications policy and regulatory decisions relating to Sky Plc and influenced the public policy debate on future internet regulation. His ideas and findings have also created financial benefits for several world class management consultancies which resulted in direct economic impacts in terms of new jobs and multi-million pound investments made by FTSE 100 firms. The reach and significance of his research has also extended outside the UK with a number of Middle East

Government agencies changing their strategy practices, operational structures and capacity building capabilities in strategic communications.

He is a Parliamentary Academic Fellow (Parliamentary Office of Science & Technology) and former Visiting Fellow at the Reuter's Institute for the Study of Journalism (University of Oxford) and a former Deputy President of the European Media Management Association. He has also delivered numerous key note lectures to academic and business audiences.



Technology and Media (Keynotes by Andy Beach, Prof. Dr. Eli Noam)

Andy Beach

Industry CTO für
Media & Entertainment

Microsoft Corporate

Andy Beach has been working for Microsoft in various positions for ten years. He has built extensive experience in combining technology, creativity, and business strategy. One of his core expertise is dealing with solutions based on cloud and data/AI for modernized media ecosystem. He possesses in-depth knowledge of video compression, accredited by two books on the subject gaining recognition for technical expertise and understanding of streaming media business.



Beach contributed to winning the National Basketball Association's contract for Microsoft and supported Microsoft in closing Azure deal with AT&T. He expedited the launch of Xbox One and championed over 20 media application launches globally across Xbox 360 and Xbox One.

He is a recognized author and speaker on media, having published two books and spoken at the National Association of Broadcasters (NAB), the International Broadcasters Conference (IBC), and similar Industry events.



**Prof. Dr.
ELI NOAM**

Columbia University

Director of the
Columbia Institute for
Tele-Information

Eli Noam has been Professor of Economics and Finance at the Columbia Business School since 1976. In 1990, after having served for three years as Commissioner with the New York State Public Service Commission, he returned to Columbia. He is the Director of the Columbia Institute for Tele-Information. CITI is a university-based research center focusing on strategy, management, and policy issues in telecommunications, computing, and electronic mass media.



In addition to leading CITI's research activities, Noam initiated the MBA concentration in the Management of Media, Communications, and Information at the Business School and the Virtual Institute of Information, an independent, web-based research facility. He has also taught at Columbia Law School and Princeton University's Economics Department and Woodrow Wilson School, and has been a virtual visiting professor at the University of St. Gallen, the MCM Institute.

Besides the over 400 articles in economics, legal, communications, and other journals that Professor Noam has written on subjects such as communications, information, public choice, public finance, and general regulation, he has also authored, edited, and co-edited more than 20 books.



Emerging Technologies as Drivers of Change – Opportunities and Challenges for Incumbent Media Companies (Dr. Christoph Bauer, Annette Green, Claudius Senst, Elke Walthelm, Dr. Katja Wildermuth, moderated by Prof. Dr. Dr. Castulus Kolo)

**Dr. CHRISTOPH
BAUER**

DuMont
Mediengruppe,
Cologne

CEO

Christoph was born in 1970 and has German and Swiss citizenship. He holds a Ph.D. in Business Administration, and studied at University of Mannheim, Arizona State University and University of Oldenburg. Since the advent of the Internet in the mid-1990s, he has been a pioneer in the digitization of media companies and business models of all genres right from the start. Against this background, Christoph has over 20 years of change management experience in the media industry with



executive positions at Bertelsmann, NZZ, Ringier, AZ Medien. Since October 2013 he has been Group CEO of DuMont, a leading media company in Germany with its foundation going back to 1620.

At DuMont he has initiated and been leading the transformation journey towards profitability and has set the company on a growth trajectory for becoming a digitally driven company. In his entrepreneurial strategy, he is leading the transformation agenda along three business units: content (regional media activities), data (business information services) and technology (marketing technology software as a service), ensuring both, profitable growth and resilience.

ANNETTE GREEN

Microsoft

Director Sales
Media &
Professional
Services

Annette Green and her team at Microsoft are responsible for the holistic relationships with the most important customers from Media & Entertainment as well as the Professional Services segment with companies from the consulting, software, and construction industries.



Prior to joining Microsoft in 2022, she led the German, Austrian and Swiss offices of SAS, a leading provider of data analytics and artificial intelligence solutions, since January 2019. Prior to returning to Germany, she held numerous leadership positions in sales and marketing at SAS headquarters in Cary, North Carolina. She holds a bachelor's degree in computer science from North Carolina State University.

CLAUDIUS SENST

BILD Group and
WELT Group, Axel
Springer

CEO

Claudius Senst, born in 1986, studied business administration at the *University of St. Gallen (Switzerland)*, as well as at *WHU - Otto Beisheim School of Management (Germany)*. In 2008, he started his career as a management consultant at *The Boston Consulting Group*.



Claudius Senst joined *Axel Springer* in 2013. Initially as Junior Executive and Chief of Staff to the board division of BILD and WELT. This was followed by several positions at *Insider Inc.* in New York, where he served most recently as COO. Today, he is a member of the Board of Directors at *Insider Inc.* as well as *Morning Brew*.

In July 2021 he became CEO *BILD Group* and *WELT Group*. In this role he is responsible for *Axel Springer's* news brands in Germany.

**ELKE
WALTHELM**

Sky Deutschland
GmbH

Executive Vice
President Content

++

NBC Universal
Global Networks
Germany

Managing Director

Elke Walthelm has been Executive Vice President Content at Sky Deutschland since February 2016 and is one of the Managing Directors. In this role, she is responsible for the overarching program strategy of Sky Deutschland.

Her duties include the acquisition of programming rights, the commissioning of original productions, program planning, and the development of the on demand and streaming offering. Furthermore, she oversees the development of the Sky Cinema and Sky Entertainment propositions as well as the transactional Sky Store business.



In October 2020, Elke additionally took on the role of Managing Director of NBC Universal Global Networks Germany. She is responsible for business development, strategy and all corporate activities of NBC Universal and the pay TV brands 13th Street, SYFY, Universal TV and E! Entertainment as well as the branded SVoD service SYFY Horror for Germany, Austria and Switzerland.

Elke has been with the company since 2005. Prior to joining the Executive Management Team she had been managing business relations with all Sky partner channels as Deputy Programming head. Before Elke came to Sky, she worked for strategic consultancy agency BBDO Consulting, now Batten & Company.

**Dr.
KATJA
WILDERMUTH**

BR Bayerischer
Rundfunk

Director-General

Dr. Katja Wildermuth has been Director-General of Bayerischer Rundfunk since February 2021. It is particularly important to her that Bayerischer Rundfunk reaches the entire population with excellent programming.

Wildermuth has moved to her home Bavaria from Halle, where she has been program director of Mitteldeutscher Rundfunk (MDR) since 2019, responsible for cross-media topics of culture, knowledge/education and young offers, from ARTE to FUNK, from religious formats to nature films to the MDR orchestras. Previously, she



was head of culture at Norddeutscher Rundfunk (NDR). In this role Katja Wildermuth was responsible for about 40 TV formats for NDR, Das Erste and ARTE.

Katja Wildermuth came to journalism after a university career as a lecturer in ancient history at the Ludwig Maximilian University in Munich. In 1994 she started as an editor at MDR and in 2004 became head of the MDR editorial team for history and society. There she was amongst others responsible for large cross-media projects such as "History of Central Germany". Internationally acclaimed and award-winning documentaries such as Neo Rauch, Mauerhasen, Hitler's Children, Night Will Fall and Putin's Games were also made under her editorial responsibility.

**Prof. Dr. Dr.
CASTULUS
KOLO**

Macromedia
University

President

Castulus Kolo first studied physics in Munich and completed his studies with a PhD at CERN, where he came across the WWW as one of the early users in 1989. Later he gained an additional PhD in social anthropology driven by an interest in how other cultures appropriate innovations.



Kolo has gathered extensive leadership experience in strategy consulting as well as applied research among other with the German Fraunhofer Society. In 2001 he became member of the board of directors of the corporate venture management of a large German publishing house. Throughout his management career, Castulus Kolo continued his academic activities as a lecturer on innovation management, media and ICT at several universities, and joined Macromedia in 2007, where he became president in February 2020.

His research is focused on the preconditions, the diffusion as well as the effects of media innovations at the intersection of economy, society, and technology. Since 2019 he is president of the International Media Management Academic Association.

Meet the editors plus Q&A (Prof. Dr. Leona Achtenhagen, Prof. Dr. Bozena Mierzejewska, Prof. Dr. Michel Clement, moderated by Prof. Dr. Joschka Mütterlein)

**Prof. Dr. LEONA
ACHTENHAGEN**

Jönköping
International
Business School

Director of the
Media, Management
and Transformation
Centre (MMTC)

Leona Achtenhagen is professor in Business Administration focused on Entrepreneurship and Business Development as well as director of the Media, Management and Transformation Centre (MMTC) at Jönköping International Business School. She also is the editor of the Journal of Media Business Studies.



Leona received her PhD from the University of St. Gallen in Switzerland. She has held previous appointments at Warwick Business School, UK and the University of Bamberg, Germany. Her main research and teaching are in the areas of strategy and organization studies as well as entrepreneurship. Currently, her research focuses on organizing/strategizing processes of continuously growing firms, analyses of discourses transmitted by newspapers, as well as open innovation. Her research has been published in numerous book chapters and journal articles.

**Prof. Dr. BOZENA
MIERZEJEWSKA**

Editor of The
International
Journal on Media
Management

Fordham
University, Gabelli
School of Business

Bozena I. Mierzejewska is an associate professor of communications and media management at the Gabelli School of Business, Fordham University New York. She holds an MA in economics from Warsaw School of Economics in Poland and a PhD in management from the University of St. Gallen in Switzerland.



Bozena's research and teaching focuses on media management and digitization, and its impact on media organizations and media workers. She is a recipient of the 2010 Sherman Teaching Award and the post-doctoral Marie Curie Fellowship. She presently is the editor of The International Journal on Media Management.

Prior to joining Fordham, she taught and researched at the Media, Management and Transformation Centre (MMTC), Jönköping International Business School, Sweden; and the Institute for Media and Communications Management, University of St. Gallen, Switzerland. She has been a guest speaker and visiting professor at various institutions including Jagiellonian

University in Krakow, Poland, and Zurich University, Switzerland. She is an accomplished speaker and conference host and a devoted educator.

Michel Clement holds the chair for Marketing & Media at the Institute for Marketing at the University of Hamburg. He also is member of several supervisory boards in the fields of marketing and media and co-editor of the Journal of Media Economics. In his research he focuses on managing entertainment media products, new technologies, and customer/donor management.



**Prof. Dr.
MICHEL
CLEMENT**

University of
Hamburg

Chair for Marketing
& Media at the
Institute for
Marketing

Michel joined the University of Hamburg in 2006. Previously, he has been a faculty member at the University of Passau (Marketing & Services in 2005/2006) and the Christian-Albrechts-University at Kiel (Innovation, New Media and Marketing from 2002-2005). He is a regular visiting Scholar at Penn State University (eBusiness Research Center) and at Jönköping International Business School (Sweden). Michel holds a doctoral degree in marketing (mentor: Prof. Dr. Dr. h.c. Sönke Albers) and a master's degree in business administration (marketing, innovation management, and psychology) from the Christian-Albrechts-University at Kiel.

During 1999-2002 he worked in several management positions in the media industry: In September 1999 he joined Bertelsmann mediaSystems as a consultant for media technologies. He worked in the "Think Tank" and was responsible for scouting new technologies within the media industry. He was specialized on peer-to-peer networks, devices, TV, agent technologies, and venture consulting.

One year later he joined the Bertelsmann eCommerce Group and founded with two partners Snoopstar.com GmbH, a software company of the Bertelsmann Direct Group. He served as a vice president (responsible for finance, business development, and marketing) in the board of the company.

**Prof. Dr.
JOSCHKA
MÜTTERLEIN**

Macromedia
University

Dean Business, Design,
Technology

Joschka Mütterlein is dean of the faculty of business, design, and technology at Macromedia University of Applied Sciences in Munich, Germany.

He has worked with several DAX-listed companies regarding their digital transformation and advised the state governments of Baden-Württemberg and Bavaria on issues of digital innovations. In his research, he focuses on digital technologies and their effects on individuals and organizations.



His studies have been published in renowned scientific journals, such as Technological Forecasting and Social Change and Journal of Media Business Studies, and have been presented at leading international conferences in the fields of information systems and media management.



Important Contact Information & WiFi

In case you have any questions or need help, don't hesitate to talk to any member of the organization team (s. page 4) or one of our student assistants at Macromedia.

You can also contact us via mail or telephone, and we will help you as fast as possible.

Mail:

emma2022@macromedia.de OR
ti.harthbrinkmann@macromedia.de

Tel.:

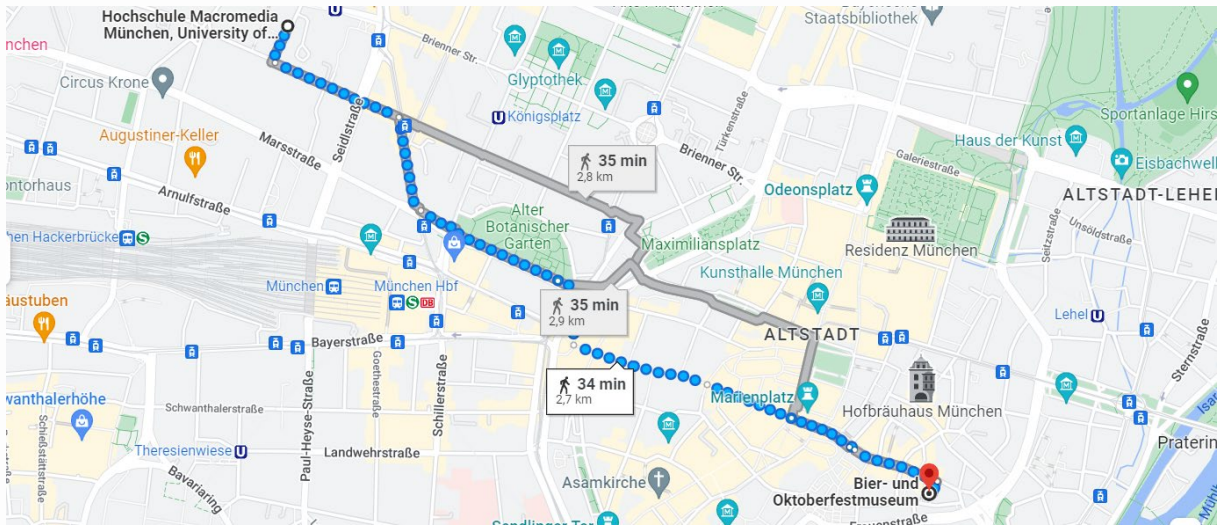
Tino Siegl
+49 15739122797

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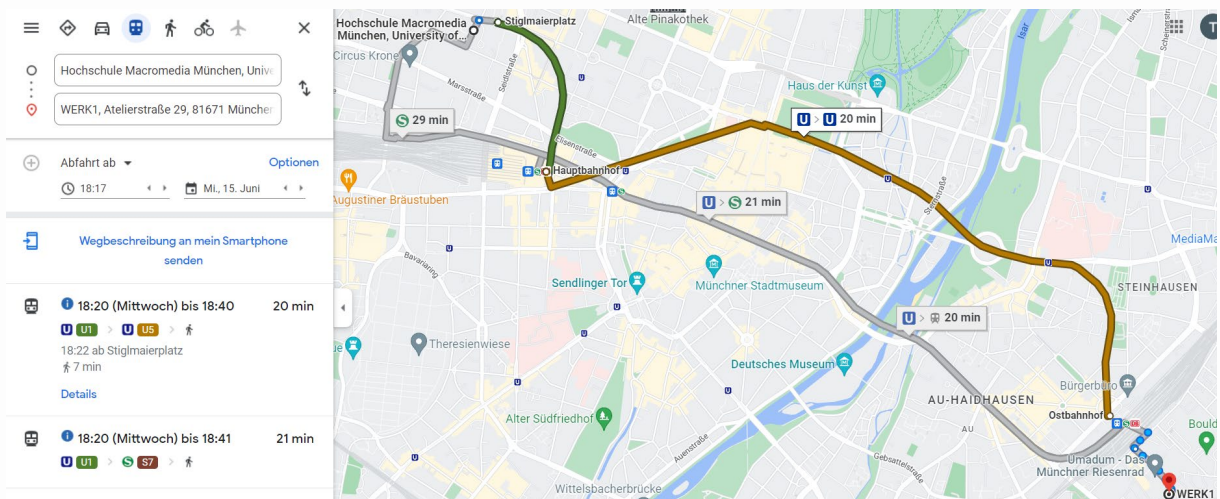
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Maps of conference-related venues

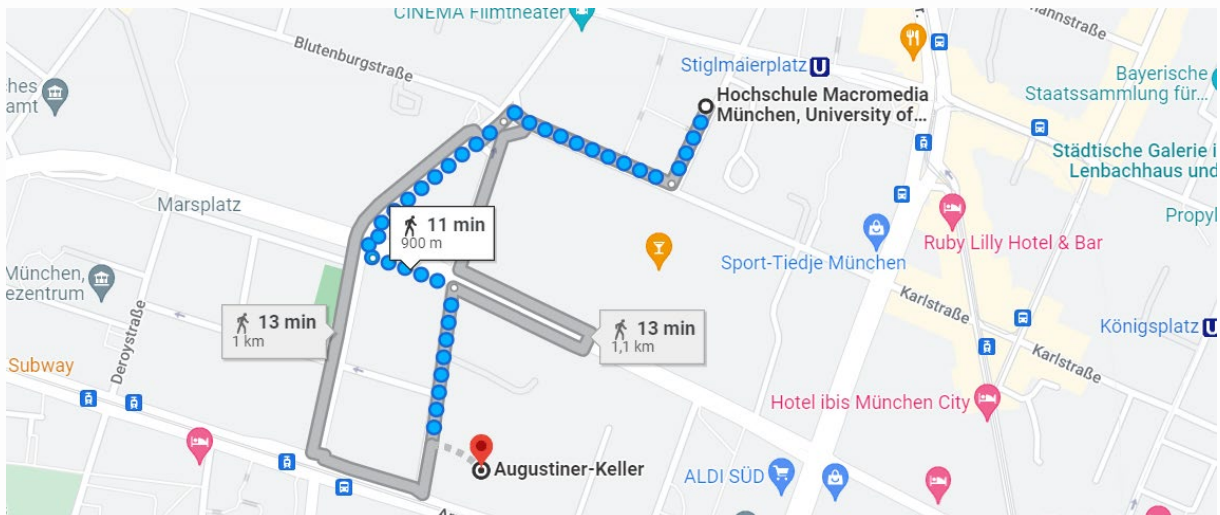
Route to Biermuseum, Sterneckerstraße 2 (Wednesday, 15.06.2022, 01:00 – 05:00 pm)



Route to WERK1, Atelierstraße 29 (Wednesday, 15.06.2022, 07:00 – 10:00 pm)



Route to Augustinerkeller, Arnulfstraße 52 (Thursday, 16.06.2022, 09:00 am – 12:15 pm AND Thursday, 16.06.2022, 07:30 – 10:00 pm)



Public Transport

As a reaction to the increased prices for energy, the German government has temporarily launched the “9-Euro-Ticket” with which public transport can be used for the cost of nine euros for one month. You can purchase the ticket at each of the ticket machines (s. photo) in the underground or S-Bahn stations.

Just follow the steps as visible in the photos below.

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COVID-19 safety guidelines

In order to ensure that all participants are feeling safe and comfortable during the conference, we would like to remind you of some guidelines in relation to COVID-19.

Distancing and masks

At all conference locations, please try to maintain a minimum distance of 1.5 m between individuals if possible. If a minimum distance of 1.5m cannot be maintained, we recommend wearing a medical mask or FFP2 mask. However, in Germany masks are not mandatory in most spaces anymore, except for public transport.

Please respect if some colleagues don't want too much personal contact!

Hygiene measures and ventilation

On each floor at Macromedia, liquid soap and one-time use paper towels are available in the sanitary facilities and we will provide hand sanitizers.

In addition to air-conditioning units in many rooms, there will be consistent, intensive and regular ventilation using windows and doors.

Testing

We have a (limited) number of test kits available. So, please reach out to us if it would make you feel more at ease when tested.

Participants who test positive for Corona, or had direct contact with infected individuals must immediately inform the emma organization team.

Bans on entry

The following people may not enter the grounds and campus of Macromedia:

- a) People who are verifiably infected with Coronavirus SARS-CoV-2 ("Coronavirus"),
- b) People who exhibit symptoms which could indicate infection with Coronavirus, in accordance with the RKI, e.g. fever, coughing, trouble breathing, loss of taste/smell, sore throat, body aches, runny nose and do not have a negative test result (e.g.: quick test on campus under supervision).
- c) People who are subject to a obligation to isolate in accordance with the Coronavirus entry regulation.

In any case, if you feel uncomfortable or have a question, please contact a member of the organization team, send a mail to ti.harthbrinkmann@macromedia.de or call +49 1573 9122797.