

European Media Management Association Conference 2023

School of Communication
University of Navarra, Pamplona, Spain
7th-9th June 2023

Perspectives on Media Trust

Digital transformation is part of the profound post-industrial society changes that are having a crucial impact on all media firms and institutions ([Evens et al., 2018](#); [Oliver, 2018](#); [Picard, 2014](#); [Naim, 2013](#)) and particularly in terms of a crisis of trust. Indeed, we live in an era of distrust, where legacy media incumbents are rapidly replaced, consumption is ever more fragmented and loyalty disappears quickly. Equally, the focus on ratings, page views, clicks or consumer engagement is not likely to increase trust in the media.

Trust is achieved when media companies and institutions can be ‘relied’ on. Today, there are fewer media outlets that audiences can trust. According to the [Digital News Report \(2022\)](#), *“Trust in the news has fallen in almost half the countries in our survey, and risen in just seven, partly reversing the gains made at the height of the Coronavirus pandemic. On average, around four in ten of our total sample (42%) say they trust most news most of the time. Finland remains the country with the highest levels of overall trust (69%), while news trust in the USA has fallen by a further three percentage points and remains the lowest (26%) in our survey.”*

Given the dynamics of competitive media markets, it is time to **take stock** of the role of trust in the media and **look forward**, particularly as trust in the media is so fragile ([Chan-Olmsted & Kim, 2022](#); [Kalsnes & Krumsvik, 2019](#)). For example, we know that trust is important in differentiating one media firm from another in the marketplace and that the business of media firms is to increase revenues through subscriptions and memberships (e.g. Netflix, Spotify, Amazon, Disney, The New York Times, The Economist, Apple). However, looking forward, subscriptions, memberships and other forms of sustained customer commitment require trust. Trust in media organizations may develop by building organizational capabilities such as better understanding of audience needs and wants, evaluating consumer journeys to create high-quality user experiences and co-creating media products and services with consumers.

emma 2023 Conference Theme

The conference will examine the key question of **How media firms and institutions can become more trustworthy?** It aims to contribute to the academic conversation about trust and we hope that scholars will examine a range of topics including:

- Reputation of media companies
- Trust in executive level leadership
- Trust and sustainability of media companies
- Human Resource Management in media companies
- Internal communication and trust building: how generate, attract and retain talent
- KPIs for measuring and managing trust
- Trust in native digital media and legacy media brands
- The role of trust in branding, marketing and co-creation
- Creativity, innovation and trust
- Influencers and trust
- Social media, fake news, misinformation
- Trust, big data and artificial intelligence in the new world of media and entertainment
- Audience listening as way to increase trust
- Subscription-based television sources and trust
- Quality in audience research and trust measurement
- Trust and quality in content production
- Trust in advertising supported media vs subscription media

We also **welcome paper proposals beyond the conference theme** that addresses theoretical reflections or empirical findings relevant to contemporary media management scholarship.

Call for papers

Submissions for the emma conference are invited as paper proposals in the form of abstracts (500-750 words excluding references) followed by a full paper (6000 words maximum) if the abstract is accepted.

The abstract should address the following evaluation criteria:

- research purpose and relevance to media management scholarship
 - research methodology
 - summary of (expected) results/findings
 - intended contributions to media management knowledge
 - practical implications (for business and/or policy)
- ✓ Submissions must be in the format of the [*Journal of Media Business Studies*](#). That is English, size 12 font, Times New Roman and double-line spacing.

- ✓ All paper submissions **MUST** include an ORCID number. If you do not have one, please register at [ORCID](#)
- ✓ Abstract and paper submissions will use the University of Navarra [Open Journal System](#)
- ✓ emma 2023 will not incorporate a hybrid option for online paper presentations

All submissions will go through the process of peer review by the conference's Scientific Committee. Paper abstracts must be submitted online by **11 pm CET on the 30th of January 2023**.

Delegates who want to be considered for the *emma2023 Best Paper Award (€300)* should submit their full paper by **11 pm CET on the 16th of May 2023**. Papers authored by members of the emma board cannot be considered for the award.

In case of questions please contact: emma2023@unav.es

Overview of Important Dates

30th January 2023	Deadline for abstract submissions
1st March 2023	Notification of acceptance; opening of conference registration; opening of full paper submissions
21st March 2023	Deadline for PhD workshop submissions
16th May 2023	Deadline for full paper submissions <i>emma 2023 Best Paper Award</i>
24th May 2023	Closing of conference registration
7th June 2023	Pre-conference activities including evening reception
8th-9th June 2023	emma 2023 Annual Conference
10th June 2023	Social post-conference activity

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 which will be published on the emma website in October 2022.

emma Conference Venue

The conference will take place at the University of Navarra campus located in Pamplona (Spain). The university is a well-known and highly ranked academic institution, and home to one of the oldest European graduate programs in Media & Entertainment Management. There

will be a pre-conference programme (7th June) and a social post-conference activity on the 10th of June.

Furthermore, in 2023 we will celebrate the **20th anniversary of emma**. One of the association's founding fathers and former President (2003-05), Prof. Alfonso Sánchez-Tabernero is part of the Marketing and Media Management Department at the School of Communication at the University of Navarra and the "Navarra team" has been involved with emma since its origin.