



# 2023

emma  
Summer  
School





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The emma Doctoral Summer School 2023 was hosted by LUT Business School in Lappeenranta, Finland. Altogether 24 doctoral students and 13 senior scholars representing affiliations from 12 countries gathered for an inspiring week in beautiful sunny August weather by Lake Saimaa. A big part of the academic program was dedicated to Ph.D. workshops focusing on small group discussions on the theses. In addition, there were sessions on media management scholarship, new methods, personal branding, pitching of research projects, and academic writing and publishing. One of the week's highlights was the industry panel with representatives from the Finnish media discussing AI's impact on media business. Naturally, the program also offered social events to enjoy local (South Karelian) attractions, such as a Finnish sauna (of course!), a cruise around Lake Saimaa, Finnish cuisine and music. The emma Summer School was carried out in an inspiring and enthusiastic atmosphere. Thanks to the dedicated students and scholars it turned into a trusting and supportive community.



**Päivi Maijanen**  
**Organizer Emma Summer School 2023**





# PARTICIPANTS





# PHD & ECR RESEARCHERS







**Maria Arango-Kure**

**Jönköping International Business School**

[maria.arangokure@ju.se](mailto:maria.arangokure@ju.se)

An ecology of digital manipulation: corporate responsibility, ethics, and sustainability in the digital age



**Miriam Bernhard**

**Technische Universität Ilmenau**

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How do media organisations learn about emerging technologies?



**Nino Domazetovikj**

**Vrije Universiteit Brussel**

[Nino.Domazetovikj@vub.be](mailto:Nino.Domazetovikj@vub.be)

Global Subscription-Video on Demand services in Europe and how they re-shape sustainability and content of small audiovisual markets



**Martyna Dudziak-Kisio**

**University of Warsaw**

[m.dudziak-kisio@uw.edu.pl](mailto:m.dudziak-kisio@uw.edu.pl)

Evolution of the Media Image of Seniors in the Age of Aging Societies: 'Screen Truth' versus 'Viewer Truth' on the Example of the Soap Opera 'M jak Miłość (L as Love)'



**Jasmin Ebert**

**RheinMain University of Applied Sciences Wiesbaden**

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User Preferences and Willingness to Pay of Residential Customers for Innovative (5G) Mobile Plans in the German Market

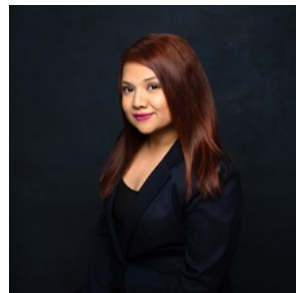


**Aina Errando**

**Vrije Universiteit Brussel**

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Journalism in the Algorithmic Era: Investigating the Ethical Values of News Recommender Systems



**Mehruba Hague**

**Estonian Business School**

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The causal relationship between exposure to cosmetic advertisements and the development of a negative body image in early adolescent girls



**Xavier Jacques-Jourion**

**Vlerick Business School**

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Riding out the storm: how firms thrive in a changing environment



**Jessica Knauß**

**Wiesbaden Business School**

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Understanding the Digital Marketing Environment

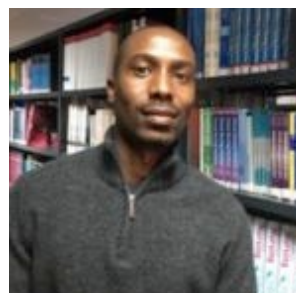


**Dongxiao Li**

**Vrije Universiteit Brussel**

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The Interaction Between Business Value Dynamics and The Design And Application Of The Recommendation System On Media Platforms



**Searchmore Muridzo**

**Bournemouth University**

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Broadcast over Zimbabwe 1980-2020: A PSB hybrid of development journalism & Reithian news frame principles. Viewed through a lens of institutional logics



**Amanda Piepponen**

**LUT University**

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Transformation of value propositions in the digitized world: organizational practices and capabilities



**Harro Prins**

NHL Stenden University,  
University of Groningen  
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The university coworking space breeding place for media innovation and entrepreneurship



**Robin Riemann**

Johannes Gutenberg-  
Universität Mainz  
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The role of audience analytics in (digital) journalism and news production



**Saurabh Sharma**

Bennett University  
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Determinants of Intention to Use ChatGPT Among College Students in India: Towards an Integrated Model



**Klára Šuhajová**

Charles University  
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Narrative models of Czech web series and features of digital media influencing their form



**Per Ole Uphaus**

Ostfalia University of Applied Sciences  
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Location-based hyperlocal for successful societal (media-) communication



**Adnilson Veloso da Silva**

Corvinus University of Budapest  
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Forever Ephemeral? An exploratory analysis of youth self-presentation with Instagram Stories in the context of visual mobile communication



**Jonas Weber**

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[jonas.weber@tu-ilmenau.de](mailto:jonas.weber@tu-ilmenau.de)  
Media platforms: A comparative study of platforms with subscription-based business models



**Bartłomiej Wojnowski**

University of Warsaw  
[b.wojnowski2@uw.edu.pl](mailto:b.wojnowski2@uw.edu.pl)  
Who are professional non-journalistic written content creators? Self-identification of practitioners in the United States and Poland



**Agnieszka Wojtukiewicz**

University of Warsaw  
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News avoidance during disaster marathons on media. Case studies of COVID 19 pandemic and the war in Ukraine



**Ksenia Wróblewska**

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The market of VOD platforms in Poland in the perspective of media marketing - conceptualization and empirical verification



**Nigar Zahan**

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Adaptive Gamification Influence on Active Learning in Higher Education



**Annika Zepke**

Aarhus University  
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Pro-advertiser bias in news? A cross-national comparative study on the impact of advertising on business news



# TUTORS & PRESENTERS







**Leona Achtenhagen**

**MMTC, Jönköping International Business School**

Entrepreneurship in different contexts; gender; strategic transformation driven by digitalization and sustainability (mainly of SMEs).



**Joaquin Cestino**

**MMTC, Jönköping International Business School**

Entrepreneurship in context; everyday entrepreneurship and resources; institutions; family business.



**Thomas Cyron**

**MMTC, Jönköping International Business School**

Entrepreneurship, online community management, communicative constitution of organization, emancipation



**Britta Gossel**

**University for Sustainable Development Eberswalde**  
entrepreneurship, CCO, social and sustainable entrepreneurship



**Bianca Harms**

**NHL Stenden University**  
Sustainability communication, consumer behaviour, influencer marketing, content marketing, CSR.



**Jukka Huhtamäki**

**Tampere University & University of Helsinki**  
Digital organizing, computational research methods, digital ecosystems



**Ari Jantunen**

**LUT Business School**  
Organizational renewal, dynamic capabilities, organizational cognition, diversity.





**Anna Jupowicz-Ginalska**  
University of Warsaw,  
Faculty of Journalism,  
Information and Book  
Studies

media marketing, media  
polarisation, and inclusion,  
new technologies and the  
media



**Päivi Maijanen**

LUT Business School  
Media CSR, organizational  
tensions, ambidexterity,  
organizational renewal,  
change management,  
dynamic capabilities,  
managerial and organizational  
cognition



**Laura Olkkonen**

LUT Business School  
Corporate social responsibility  
(CSR), CSR communication,  
corporate activism



**Kaisa Pekkala**

LUT University, Department  
of Social Sciences,  
Communication Sciences  
Communicative roles, social  
media, disinformation,  
communication competence.



**Visa Penttilä**

LUT University, Department of  
Social Sciences, Communication  
Sciences & Hanken School of  
Economics  
Corporate responsibility  
communication, CSR,  
organizational communication



**Paavo Ritala**

LUT Business School  
Generative AI; Platforms &  
ecosystems; Business models



# INDUSTRY PANEL



- Atte Jääskeläinen  
President, The Finnish  
Innovation Fund Sitra
- Kirsi Hakaniemi  
Chief Digital Officer,  
Keski-suomalainen Oyj
- Anu-Elina Lehti  
Producer, HS Visio at  
Helsingin Sanomat
- Jukka Niva  
Head of Yle News Lab, Yle
- Eeva Sederholm  
Content Manager, A-  
magazines
- Annika Väisänen-Mattila,  
Director, Agency Operations  
& Sales Insight, Sanoma  
Media Finland





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