

**#emmaConnect – Senior scholar participants:**

<b>Name</b>	<b>Research Area</b>	<b>Further Information</b>
Adele Berndt	Marketing: consumer behavior, branding and the intersection with media in an online context	<a href="https://ju.se/en/personinfo.html?sign=berade&amp;lang=en">https://ju.se/en/personinfo.html?sign=berade&amp;lang=en</a>
Michel Clement	Management of entertainment media products (films, music, books and games), innovative media technologies and business models for digital products and services	<a href="https://www.bwl.uni-hamburg.de/mm/team/prof-dr-michel-clement.html">https://www.bwl.uni-hamburg.de/mm/team/prof-dr-michel-clement.html</a>
Alexander Godulla	Artificial intelligence in the media industry, innovations in digital journalism and strategic communication, transformation of public communication, cross- and transmedia storytelling, denialism, development of international photojournalism.	<a href="https://www.uni-leipzig.de/en/profil/mitarbeiter/prof-dr-alexander-godulla">https://www.uni-leipzig.de/en/profil/mitarbeiter/prof-dr-alexander-godulla</a>
Anna Jupowicz-Ginalska	Media management & media marketing, FOMO and related phenomena, VR in the media and media polarization.	<a href="https://www.wdib.uw.edu.pl/pracownicy/wykladowcy/anna-jupowicz-ginalska">https://www.wdib.uw.edu.pl/pracownicy/wykladowcy/anna-jupowicz-ginalska</a>
Aske Kammer	Innovation in the media industries, datafication of media industries, business models in podcasting, relationships between news organizations and third-parties, platformization of news.	<a href="https://www.askekammer.dk">https://www.askekammer.dk</a>
Päivi Maijanen-Kyläheiko	strategic management; organizational change and change management; digital transformation; dynamic capabilities/resource-based view; managerial and organizational cognition; responsible media, media CSR, sustainability & media; ambidexterity.	<a href="https://research.lut.fi/converis/portal/detail/Person/160648?auxfun=&amp;lang=en_GB">https://research.lut.fi/converis/portal/detail/Person/160648?auxfun=&amp;lang=en_GB</a>
Mercedes Medina Laverón	Media economics, media companies and media audience research	<a href="https://www.unav.edu/web/investigacion/nuestros-investigadores/detalle-investigadores-cv?investigadorId=36362&amp;investigador=Medina%20,%20Mercedes">https://www.unav.edu/web/investigacion/nuestros-investigadores/detalle-investigadores-cv?investigadorId=36362&amp;investigador=Medina%20,%20Mercedes</a>

John Oliver	strategic media management, strategy, dynamic capabilities, and developing a publishing.	<a href="https://staffprofiles.bournemouth.ac.uk/display/joliver">https://staffprofiles.bournemouth.ac.uk/display/joliver</a>
Francisco Javier Pérez Latre	Trust in media management, working conditions in media companies, media management education, humanistic foundations of media management.	<a href="https://orcid.org/0000-0002-9844-3496">https://orcid.org/0000-0002-9844-3496</a>
Harald Rau	(Classic) media economics, merit wants and goods, preferences, political economy, management and economics of PSB media, media management and spirituality, change management, communication in changing environments, ESG criteria and sustainability communication.	<a href="https://www.ostfalia.de/cms/de/imm/mitarbeiter/harald-rau/">https://www.ostfalia.de/cms/de/imm/mitarbeiter/harald-rau/</a>
Dinara Tokbaeva	Media management, traditional media, digital media, eSports and gaming, leadership and followership in media firms, charismatic leadership, organizational culture, qualitative research.	<a href="https://ju.se/center/mmtc/people/researchers/2023-03-01-dinara-tokbaeva.html">https://ju.se/center/mmtc/people/researchers/2023-03-01-dinara-tokbaeva.html</a>
Björn von Rimscha	Public service media, advertising, film production, transnational media, media workers, media brands, audience analytics.	<a href="https://www.media-business.uni-mainz.de/team/prof-dr-m-bjorn-von-rimscha/">https://www.media-business.uni-mainz.de/team/prof-dr-m-bjorn-von-rimscha/</a>