European Media Management Association (emma) 2022 Annual Conference

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

München, 16./17. Juni 2022
Macromedia University of Applied Sciences
DGPuK-Fachgruppe Medienökonomie

Konferenz-Highlight dieses Jahr zu Gast in München: Macromedia University of Applied Sciences richtet gemeinsame Jahrestagung der European Media Management Association (emma) und der Fachgruppe Medienökonomie der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPuK) aus

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Die Konferenz der European Media Management Association (emma) wird Mitte Juni diesen Jahres von der Macromedia University of Applied Sciences zusammen mit der Tagung der Fachgruppe Medienökonomie der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPuK) in München ausgerichtet. Federführend sind die drei Macromedia-Professoren Castulus Kolo (Präsident der Macromedia University of Applied Sciences), Florian Haumer (Dekan der Fakultät für Kultur, Medien und Psychologie) und Joschka Mütterlein (Dekan der Fakultät für Business, Design und Technologie), die mit dem übergreifenden Thema „Reorganization of Media Industries – Between Digital Transformation, Entrepreneurship, and Regulatory Activities" aktuelle Entwicklungen der Medienwirtschaft adressieren wollen.

Die Medienwirtschaft ist weltweit einem erheblichen Veränderungsprozess unterworfen. Technologische Entwicklungen stellen traditionelle Geschäftsmodelle in Frage und ermöglichen Innovationen. Neue Marktteilnehmer haben

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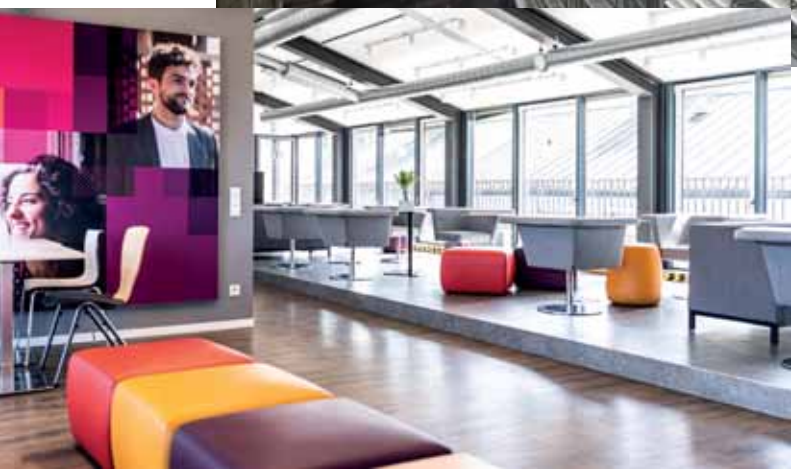
den Wettbewerb innerhalb der Medienindustrie intensiviert und verschieben Machtverhältnisse. Fraglich bleibt, inwiefern es traditionellen Medienunternehmen gelingen wird, eigene Geschäftsmodellinnovationen zu entwickeln, die sich an den Modellen der erfolgreichen Plattform-Anbieter orientieren und wie sich Plattform-Anbieter vor dem Hintergrund einer neuen Regulierungsdebatte verhalten werden. Dabei wird auch entscheidend sein, ob es gelingen wird, einen verbindlichen rechtlichen Rahmen für entsprechende Kooperationen zu setzen und ob Plattformen von solchen Kooperationen überhaupt profitieren.

Vor diesem Hintergrund befasst sich die emma Konferenz in diesem Jahr mit dem Zusammenspiel dreier Treiber des Wandels: (1) Regulierung der digitalen Medien und ihre Folgen für neue wie traditionelle Medienunternehmen, (2) Technologieentwicklung sowie (3) Entrepreneurship als Quelle neuer Geschäftsmodelle. Alle drei Themen werden im Rahmen der Konferenz sowohl in wissenschaftlichen als auch in praxisnahen Vorträgen und Diskussionen adressiert. Nach Workshop und Empfang am Vortag im sogenannten „Werksviertel“ startet der Hauptteil der Konferenz am Donnerstag, den 16.06.2022. Der Eröffnung der Konferenz im Festsaal des Augustinerkellers folgt eine Keynote zum Thema Media-Entrepreneurship sowie im Anschluss daran eine Diskussion zu „Regulation of Digital Media and its Consequences for Media Companies“ mit Impulsvorträgen aus verschiedenen Perspektiven darauf. Danach geht es zur Vorstellung neuester Forschungsergebnisse an den fußläufigen Münchner Campus der Macromedia University of Applied Sciences. Am Freitag, den 17.02.2022, treffen sich die Konferenzteilnehmer in der Deutschland-Zentrale von Microsoft nach weiteren Keynotes unter anderem zu einer Panel-Diskussion „Emerging Technologies as Drivers of Change – Opportunities and Challenges for Incumbent Media Companies“ mit Entscheider:innen der deutschen Medienwirtschaft. Am Nachmittag widmet man sich wieder an der Macromedia University of Applied Sciences der Forschung, bevor die Konferenz mit einem Gala Dinner im Filmcasino am gleichen Abend und Stadtbesichtigungen am folgenden Tag ausklingt.

Bildquelle: Macromedia University



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2022 Annual Conference emma

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.

DGPuK Annual Meeting Fachgruppe Medienökonomie

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 Germanspeaking 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 Germanspeaking 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:

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- 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.

Overview on Important Dates

- 31st of January 2022 Deadline for abstract submissions
- 18th of March 2022 Notification of acceptance
- 21th March of 2022 opening of conference registration: opening of full paper submissions
- 16th of May 2022 Deadline of full paper submissions to be considered of the emma2022 best paper award
- 16th of May 2022 Closing of conference registration
- 15th of June 2022 Pre-conference activities including evening reception
- 16th-17th of June 2022 emma2022 Annual Conference
- 18th 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 21st March 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 Euro) 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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