

Special Interest Groups (SIGS)

Media Policy & Regulation

Leaders:

Tom Evens, University of Ghent, Belgium (tom.evens@ugent.be)

Mart Ots, Jonkoping International Business School, Sweden (Mart.Ots@jibs.hj.se)

Outline

The group will bring together academics interested in how policy, regulation and institutions affect, and are affected, by media organizations (with a particular attention to audiovisual policy, competition and merger control, media innovation policies, media support/subsidies, copyright/copyleft regimes, media ownership/concentration).

This SIG aims to encourage researchers to produce theoretical and empirical studies in areas such as: media policy, regulation, privacy and how this effects the structure, management and/or performance of media organizations.

Information Technology in Media Companies

Leaders:

Cinzia Dal Zotto, University of Neuchâtel, Switzerland (cinzia.dalzotto@unine.ch)

Svenja Hagenhoff University of Erlangen-Nuernberg, Germany (svenja.hagenhoff@fau.de)

Outline:

Information technology (IT) is used as a collective term for digital content, information and data processing using applications. From a process-orientated perspective, information technology supports business processes that are part of primary and secondary value-added activities. From an output-orientated perspective, information technology is part of media companies' goods or services and includes digital editions of newspapers and magazines which are hybrids of 'information products' and 'software', as they require software functionality in order to work.

This SIG aims to encourage researchers to produce theoretical and empirical studies in areas such as: data and content management, software architecture, organisation and management of IT and IT knowledge and uses, benefits and limitations of specific technologies such as XML, specific EDIFACT standards.

Media Entrepreneurship

Leader: Britta Gossel, TU Ilmenau, Germany (britta.gossel@tu-ilmenau.de)

Outline:

Entrepreneurship research provides a vivid discourse on phenomena on and about the actors, actions, resources, environmental influences and outcomes associated with entrepreneurial opportunities; and the characteristics, actions, and challenges of owner-managers and their businesses.

This SIG aims to encourage researchers to produce theoretical and empirical studies in areas that: connect entrepreneurship and media management, and the development of media entrepreneurship education.

Emerging Media Markets

Leader : Datis Khajeheian, Aalborg University of Denmark (datis@es.aau.dk)

Outline:

Media Markets in developing countries are characterized by niche markets, unmet demand for global media content, and the need to localize global media content to local needs and wants. The term 'emerging media markets' connotes markets in a geographic (non-European) sense where language, culture and political considerations mean that they are treated as a special market for media companies.

This SIG aims to encourage researchers to produce theoretical and empirical studies in areas such as: market opportunities, challenges, trends, strategic concerns, relationship, market analysis and market entry.

Strategic Media Management

Leader: Sabine Baumann, Jade University, Germany (sabine.baumann@jade-hs.de)

Outline:

Strategic media management will examine issues at corporate and market level in relation to the media industry. Historically, researchers in this field have drawn heavily on the theories developed in the strategic management and management fields, with little in the way of knowledge flow from media management into these more established domains.

This SIG aims to encourage researchers to produce theoretical and empirical studies in areas such as: corporate and marketing strategy, strategic direction, industry and business unit analysis, competencies and dynamic capabilities, corporate vision and mission.