



IMMAA
Conference
PORTO
REPORT

Scientific
Advisory
Committee
Welcome on
board!

2023



NEWSLETTER #16

President's Preface | by Ilhem Allagui



Dear IMMAA colleagues,

It is my pleasure and honor to serve the IMMAA community as the new president-elect of IMMAA and chairwoman of its board. The IMMAA founders, my colleagues, predecessor presidents, and board members built and developed valuable programs to make IMMAA the respected and vigorous media management community we all appreciate today. I will spare no effort to continue their work spreading media learning among academics, students, and professionals while prioritizing pluralism and inclusivity.

Over the last decade, media development and new technologies prompted changes in media habits and triggered profound transformations in media institutions. Both academics and professionals need to continue working hand in hand to study and appreciate the media industries. To that end, IMMAA will engage in conversations with professionals to gain learning and provide education. We aim to facilitate and strengthen relationships with media professionals through an advisory board that we will introduce to the community in our upcoming gatherings and communications. Some initiatives we will be working on include the membership model (please renew your commitment or become a member [here](#)), a mentoring program, and opportunities that can help IMMAA members achieve their professional and career aspirations and that involve workshops, networking, and publication opportunities.

As this year draws to a close, I wanted to reiterate my gratitude and thanks to my colleagues board members and my predecessors - with a special shout out to Castulus Kolo and Paulo Faustino for their work during the 'post-covid' transition year enabling us to meet in person in Porto for another excellent and stimulating conference. Please read below to learn more about the 2022 conference. I am delighted to share that the 2023 IMMAA conference will take place in Ifrane, Morocco, hosted by the American University of Ifrane, with special thanks to my colleague and new IMMAA member Bouziane Ziad. Mark your calendars for Oct. 20-22, 2023, for another promising media management conference with an exciting cultural program.

I look forward to meeting you in person in Ifrane for the 2023 IMMAA conference. Till then, keep well, happy holidays and a marvelous new year!

Report about IMMAA Conference in Porto, Portugal

The 2022 IMMAA annual conference was held in Porto, Portugal, from Oct 20-22, 2022 hosted by the Faculty of Arts and Humanities of the University of Porto, the conference welcomed a community of eminent scholars, professionals, and early-career academics, including Ph.D. students.

The conference in plenary sessions and panels considered topics like *media innovation, business sustainability, and societal value*, media work, creative products, and intangible assets for sale to other organizations. The keynote talk by Noam Eli addressed innovation, VR, and the Metaverse. While the Metaverse era might be near enough, the media community would have to rise to challenges, including the oculus, relevant content, business models, and regulation. At the Porto Hub Innovation, conference participants engaged with local entrepreneurs in conversations about entrepreneurship, creative industries, and regional development. Several sessions discussed topics like digital migration of audiences, media platforms, ecosystems, and strategies for audience engagement.

At the gala dinner, the IMMAA board welcomed the new chairwoman of the board and IMMAA's new president-elect, Ilhem Allagui from Northwestern University in Qatar. The board warmly thanked the exiting president Castulus Kolo, Macromedia University, Munich, for his service and leadership in guiding IMMAA through challenging times, keeping the network engaged and connected during the pandemic times.

Due to the pandemic it was the first IMMAA Conference to be held in-person in three years, which influenced the interaction between members and colleagues a lot. Plenary sessions and panels turned out to be very productive, whilst informal meetings and dinners were especially friendly and harmonious.

The Board would like to thank Paulo Faustino and his team for hosting the conference - they did a fantastic job to make this three day scientific experience happen.



Columbia Webinar Announcement 2023

Whilst a virtual conference cannot really substitute the spirit of a physical IMMAA conference that is very much based on bringing together young academics with senior scholars and industry decision makers, we are happy to announce a webinar series organized by Eli Noam and co-sponsored by his Columbia Institute for Tele- Information and IMMAA. These seminars aim to contribute to the community of media management researchers by providing a discussion platform for general presentations of new work, ideas, issues, and personalities.

The next event in monthly virtual luncheon series will be:

Johannes Bauer

Professor and Director of the Quello Center, Michigan State University.

"Innovation in Online Services»

January 5th, 2023

Register at <https://citiimmaabauer2023.eventbrite.com>

IMMAA Scientific Advisory Committee New members' list

We would like to introduce the list of new members of the IMMAA Scientific Advisory Committee.

Every following issue of the Newsletter will cover the detailed profiles of three excellent scientists and experts that are creating the unique IMMAA community.

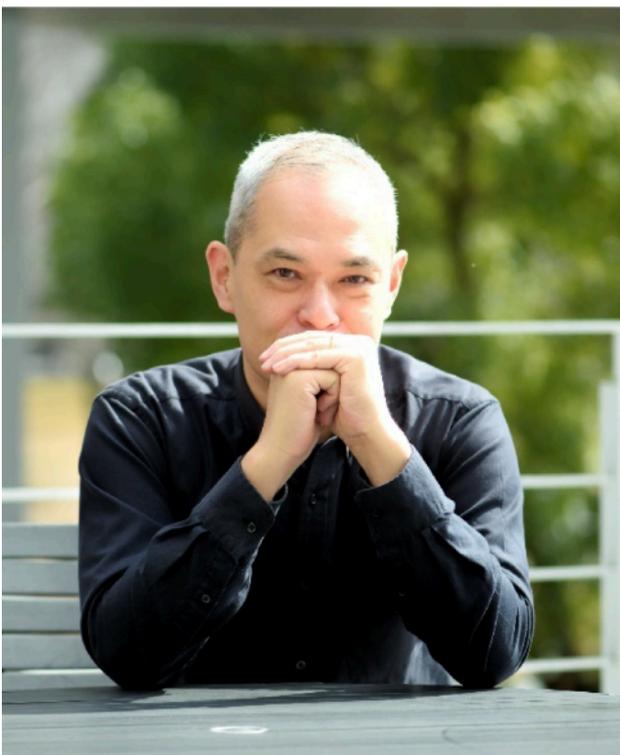
Soontae An
Ulrike Rohn
Claudia Loebbecke
Reinhard Kunz
Artur Lugmayr
**María Elena Gutiérrez-
Renteria**
Cristóbal Benavides Almarza
Toshiya Jitsuzumi
Terry Flew
Sora Park
Hans van Kranenburg
Francisco Pérez- Latre

Terry Flew

Terry Flew is Professor of Digital Communication and Culture at the University of Sydney. He is the author of 14 books (four edited), 65 book chapters, 101 refereed journal articles, and 17 reports and research monographs. His books include *The Creative Industries, Culture and Policy* (SAGE, 2012), *Global Creative Industries* (Polity, 2013), *Media Economics* (Palgrave, 2015) and *Understanding Global Media* (Palgrave, 2018), and *Regulating Platforms* (Polity, 2021).

He was President of the International Communications Association (ICA) from 2019 to 2020 and is currently an Executive Board member of the ICA. He was elected an ICA Fellow in 2019. He is a Fellow of the Australian Academy of the Humanities (FAHA), elected in 2019. He has advised companies including Facebook, Cisco Systems and the Special Broadcasting Service, and government agencies in Australia and internationally, including the Australian Communication and Media Authority and the Singapore Broadcasting Authority. He has held visiting professor roles at City University, London and George Washington University, and is currently a Distinguished Professor with the State Key Laboratory for Media Convergence and Communication, the Communications University of China, and an Honorary Professor at the University of Nottingham Ningbo China.

For his CV and publication list, see <https://www.sydney.edu.au/arts/about/our-people/academic-staff/terry-flew.html>



Toshiya Jitsuzumi

Professor at the Faculty of Policy Studies, Chuo University, Japan. He served as a vice-chair of the OECD Working Party on Measurement and Analysis of the Digital Economy in 2017, and as a vice-chair of the OECD Committee on Digital Economy Policy from 2018 to 2019. He is currently serving as a member of the Global Partnership on Artificial Intelligence.

For his CV and publication list, see <https://www.ssrc.org/fellows/8d842c09-2233-dd11-bef0-001cc477ec70/>

Ana Bizberge

Professor of Media Policy and economics at Universidad Nacional General San Martín (UNSAM) and Universidad de Buenos Aires (UBA), Argentina. Postdoctoral CONICET Fellow, affiliated to Programa de Investigación sobre Industrias Culturales at Universidad Nacional de Quilmes (ICEP, UNQ). Head of the MA in Cultural Industries at Universidad Nacional de Quilmes (UNQ) from 2019 to March 2021.

For her CV and publication list, see https://www.ibei.org/en/ana-bizberge_66343

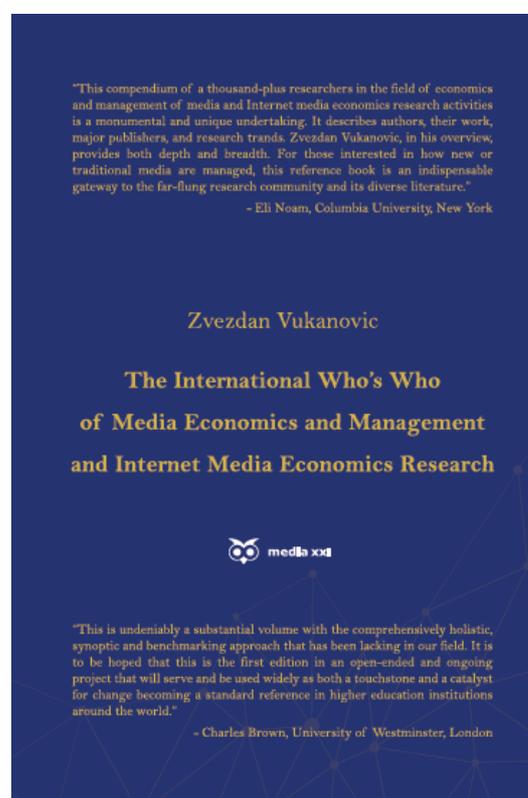


Recent Publications

Selected publications of members of the IMMAA Executive Board and Scientific Advisory Committee.

The International Who's Who of Media Economics and Management and Internet Media Economics Research by Zvezdan Vukanovic

This book is an acknowledgement of the globally prominent research career contributions and achievements of researchers who have dedicated their professional expertise to this field. It provides a compendium of a thousand-plus authors, their work, major publishers, and research trends. For those interested in how new or traditional media are managed, this book is an indispensable gateway to the far-flung research community and its diverse literature.



JOCIS (Journal of Creative Industries and Cultural Studies) is currently planning next year's editions

We will select 10 papers presented at IMMAA Conference. Most of the papers have high scientific potential and fit the JOCIS editorial profile.

In this sense, everyone is invited send your article to JOCIS until December 31, 2022. As always, we would like to emphasize that your article will go through the normal process of revision of JOCIS. If you have any questions, please do not hesitate to contact me: faustino.paulo@gmail.com

We inform you that we will also publish a book with the works presented at the conference, so we will select 30 works for publication in the book whose title coincides with the theme of the conference: "Management, Trust and Value for Media and Creative Work".

The works, for publication in the book, can be sent until the 15th of January, to the email: immaa.porto.22@gmail.com or to jocis@jocis.org

Become IMMAA member

With IMMAA, you become part of a vibrant international network interested in the media business.

As an IMMAA member, free of charge, you get priority news and registration to events, publication opportunities, newsletters, access to workshops, mentorship programs, and priceless opportunities to expand your network. Members get a priority invite to the annual IMMAA Conference that honors our diverse community and brings us together to discuss global topics and the latest trends in the media industry. Start your journey with IMMAA and join our community. Visit (immaa.org/becomeamember) to learn more about how IMMAA can help you achieve your career goals. All you need to do is provide your name and email. Welcome to the IMMAA family!

Join IMMAA on LinkedIn and Facebook to learn about the latest news and updates.

The Newsletter was created by the IMMAA under the auspices of the Lomonosov Moscow University Faculty of Journalism and Media XXI Publishing&Consulting.

IMMAA President — Ilhem Allagui

IMMAA Board: Eli Noam, Uwe Eisenbeis, Ilhem Allagui, Steve Wildman, Paulo Faustino, Francisco Rolfsen Belda, Mercedes Medina, Zvezdan Vukanovic, Elena Vartanova

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Editorial Assistants — Dinara Tokbaeva, Diogo Resende and Monica Herrero