



**IMMAA
Conference**
Ifrane, Morocco
October, 19-21

Scientific
Advisory
Committee

Welcome on
board!



Columbia Institute
for Tele-Information

NEWSLETTER #17



President's Preface | by Ilhem Allagui

Dear fellow members of the IMMAA community,

As we embark on a new academic year, I want to extend my warmest wishes to all of you for a year filled with peace, productivity, success, and balance. Let us prioritize our well-being, as well as that of those around us, and strive to achieve not only professional success but also a sound physical and mental state.

In this issue, we are excited to share several new projects that we have been working on and provide you with updates about the upcoming IMMAA conference at Al-Akhawayn University in Ifrane, Morocco, Oct 19-21, 2023.

We are excited to share that IMMAA has launched a vodcast series, The IMMAA vodcast series, as part of its mission to promote knowledge and awareness about media management. The video podcast episodes will feature a wide range of perspectives and insights from experts in various fields, offering valuable information to our IMMAA members. In the first episode, host Craig LaMay, a professor at Northwestern University and a specialist in sports media, speaks with Mark Shannon, Director of Acquisitions and Content Strategy, at beIN MEDIA GROUP about sports media. They discuss the acquisition of broadcasting rights for the FIFA World Cup Qatar 2022 and beIN's strategies to combat piracy. I am thankful to both of them for accepting my invitation. I hope you enjoy the episode!

I would love to hear your suggestions on media management topics relevant to your region and see you host a vodcast episode. By working together, we can spread broader knowledge about media management practices. You can send me an email anytime or contact us [here](#).

Many of you are familiar with the monthly CITI-IMMAA Seminars' series, a joint effort between the Columbia University Institute for Tele-Information (CITI) and IMMAA. We are excited to announce that we have now introduced the CITI-IMMAA Seminars' Recaps, which are available for you to read at any time and from anywhere. These recaps offer brief summaries and highlight takeaways from the informative and thought-provoking webinars delivered by distinguished experts on management and policy matters in media and the digital economy. To learn more about this initiative, read the recaps, and find out about upcoming speakers, see below and visit the IMMAA website. You can also follow IMMAA on Facebook and/or LinkedIn for various updates.

We are just few weeks away from the IMMAA conference, Media Transformation: A Roadmap for the Future. We are excited to have received proposals from all over the world on various topics, such as AI, social media, regulation, public and community media, and many others. For the first time, we have received abstracts in Arabic and French, besides English (in the past, IMMAA received proposals in Portuguese, Spanish, Chinese, and Russian). This highlights the expanding international outreach of IMMAA. We are thrilled to see the diversity of ideas and perspectives that will be shared at the conference. I can't wait to share with the participants the detailed program, as well as the exciting social and cultural activities, which include a visit to the charming city of Fes, known as the country's cultural capital. We will also have a dinner in a traditional house called a riad. Our host, Dr. Bouziane Zaid, and his team at Al-Akhawayn University in Ifrane, have prepared a program that promises to be unforgettable. With a low cost for conference accommodation and a rich program, scholarly and culturally, this 17th IMMAA conference promises to be one of the best. If you missed the deadline to submit an abstract, but you are now available to attend the conference, please reach out to us at conference@immaa.org. We may have some remaining spots available on short notice.

I hope to see you soon at the IMMAA conference in Morocco or at other IMMAA events. Till then, keep well, and have an excellent new academic year!

IMMAA Conference

Ifrane, Morocco, Oct. 19-21, 2023

IMMAA invites members, non-members, and students to take part in the 17th Annual Conference, on Oct 19-21, 2023, in Ifrane, Morocco.



This year the Conference is hosted by Al-Akhawayn University in Ifrane (AUI); the conference aims to bring together academics, senior and early career researchers, and professionals in all areas of media management, new media, economics, corporate communication, and related fields. IMMAA strives to be a truly international association and encourages participation from all countries.

The 2023 IMMAA conference theme is Media Transformation: A Road Map for the Future. The preliminary Conference Program can be found [here](#).

If you missed the deadline to submit an abstract, but you are now available to attend, please reach out to us at conference@immaa.org. We may have some remaining spots available on short notice and look forward to your participation.

Introducing the IMMAA Vodcast Series: Exploring Media Management and Beyond

Welcome to a brand new initiative from the International Media Management Academic Association (IMMAA). We're thrilled to introduce the IMMAA Vodcast Series, where we delve into the ever-evolving world of media management and its multifaceted dimensions.

At IMMAA, our mission is to advance knowledge and expertise in media management, and what better way to do so than by bringing together the brightest minds in the field to discuss and dissect crucial topics that impact the media landscape? We believe that collaboration and knowledge-sharing are vital to the progress of media management studies.

In this exciting series, we plan to explore various aspects of media management, from emerging trends and challenges to successful case studies and thought-provoking discussions. We aim to provide a platform for academics, professionals, and enthusiasts alike to engage with the latest developments in media management and related fields.

Our first episode features a captivating discussion on "[BeIN & the legacy of the FIFA World Cup Qatar 2022](#)".

Podcast host: Craig LaMay is a journalist, professor at Medill, and former acting dean at Northwestern University in Qatar, where he is on the faculty.

Podcast guest: Mark Shannon, Director of Acquisitions and Content Strategy, beIN MEDIA GROUP

You can read the full bios of the participants on the [vodcast page](#) on IMMAA's website.

Columbia Webinar Announcement 2023

After the summer break, we are happy to resume the webinar series led by Professor Eli Noam and co-sponsored by the 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 events in monthly virtual luncheon series will be:

Jeffrey Cole

Director of Business Strategy, USC Annenberg. "Disruptors at the Gate: How Technology Changes Everything". Read the abstract [here](#).

September 14th, 2023

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

Pablo Medina Aguerrebere

Professor of Corporate Communication at Canadian University Dubai's School of Communication (UAE). «Building Meaningful Brands for Hospitals: A branding model for the next 20 years (2023-2043)»

October 5th, 2023

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

CITI-IMMAA Seminar Recaps

We are also delighted to announce that previous webinars are being revived and summarized from an hour-long webinar discussion.

The summaries and takeaways are available [here](#) and you can watch the full seminar video following the respective titles below.

Vint Cerf, and VP/ Chief Internet Evangelist, Google **["Father of the Internet"](#)**

In this presentation, internet pioneer and Google's chief internet evangelist, Vint Cerf, offers a comprehensive overview of key internet-related topics and their societal implications. Cerf discusses the challenges of misinformation on the internet while emphasizing the importance of preserving its open nature. He addresses the digital divide and identifies barriers to internet adoption, expressing hope for future global connectivity.



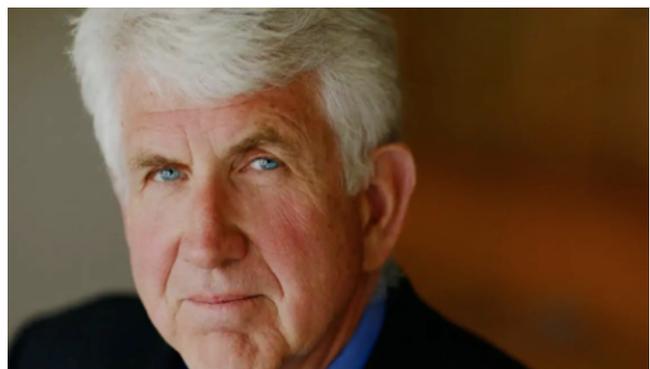
Robert Picard, Senior Research Fellow, Reuters Institute, University of Oxford **["Big Digital Tech and the International Application on Competition Law"](#)**



During this seminar, Robert Picard, Senior Research Fellow at the Reuters Institute, University of Oxford, discusses critical aspects of Big Digital Tech and international competition law. He highlights the dominance of major tech platforms in various digital markets, raising concerns about market power, anti-competitive practices, data control, and privacy.

Robert Metcalfe Professor of Innovation, University of Texas-Austin **["Pathologies of Connectivity"](#)**

In this session featuring guest Robert Metcalf, an internet pioneer, the discussion focused on the intricate relationship between internet connectivity and control. Metcalf emphasized the importance of governance models and policies in shaping the internet's growth. Pathologies like fake news, pornography, advertising, and security issues were explored, tracing their historical context and unintended consequences of certain policies.



IMMAA Scientific Advisory Committee

New members' list



Bouziane Zaid

Bouziane Zaid is currently an associate professor of media and communication at Al Akhawayn University in Ifrane, Morocco. He obtained his Ph.D. (2009) in Communication from the University of South Florida. He presented his research in more than 20 countries in North and South America, Asia, Europe, the Middle East, and Africa. Dr. Zaid’s research interests are in the areas of the sociology of algorithms and the growing role of AI in our social and cultural life, global communication, media management, media law and policy, public service media, and corporate communication. He authored and co-authored two books and numerous journal articles, country reports, and book chapters. Dr. Zaid has served as a consultant for UNESCO, Freedom House, Open Society Foundation, and other international organizations.

For his CV and publication list, see this page on [LinkedIn](#).

Congratulations

Castulus Kolo

It is with excitement that we announce the election of Castulus Kolo, former IMMAA President, and actual IMMAA Board Member, as the President of the European Media Management Association (EMMA).

“In my new responsibility as EMMA’s president, I will continue to strive to get closer to industry decision-makers – of course, always keeping an academic perspective and critical distance to their rationales. From a European perspective, I also see media management education to be at a turning point with declining student numbers, at least in some of the member countries, and at the same time, dynamically changing labour market needs. We should also bear in mind that Europe is far larger than the origins of current EMMA members suggest. A geographical expansion would, of course, also mean an interesting diversification of academic issues.”



We extend our warmest congratulations to Castulus Kolo and wish him success in this important role. Under his guidance, EMMA will thrive, and the scientific community will reap significant benefits.

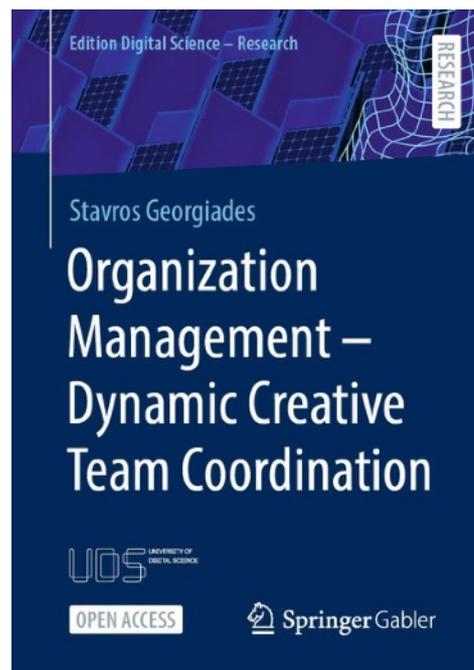
Recent Publications

Organization Management – Dynamic Creative Team Coordination

by **Stavros Georgiades**

This open access book, through an in-depth process study of the interactions of two creative groups (film production crew) in temporary organizations during two media projects, explores how a team developmental process unfolds and proposes a model illustrating how the groups repeatedly change formation so that individuals can manage job interdependencies and new issues arising while developing, building up, and synthesizing new ideas into a final creative solution.

This theory on creative group dynamic coordination builds theory on how and why creative groups coordinate, challenges assumptions about the role of formal structures and informal practices by demonstrating how the two dynamically interact and complement each other to facilitate coordination via the emergence of what one would expect to be “un-coordinated methods”, and provides an alternative perspective to the stages the groups have to go through by emphasizing a cyclical and not a linear team developmental process.



Become IMMAA member

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

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!

Learn the latest news and updates also on our page on [LinkedIn](#) and [Facebook](#).

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

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