



**IMMAA 2022 Conference in Porto
Program**

October, 20

17:00 - 19:00

Welcome reception and registration - Mercado do Bolhão

Address: Rua Fernandes Tomás, 506 / 508, 4000-211 Porto.

October, 21

9:30 – 10:00

Registration

10:00 - 10:30

Address: Faculdade de Letras da Universidade do Porto – Via Panorâmica, 4150 - 564

Welcome from IMMAA President (Castulus Kolo), IMMAA Founders (Eli Noam), Local Coordinator and Director of the master's in Communication and Creative Industries Management (Paulo Faustino)

Room: Anfiteatro Nobre (level 1 – near the students Bar)

10:30 - 12:15

Roundtable: *Media Innovation, Business Sustainability and Societal Value.*

Room: Anfiteatro Nobre

Guest speakers:

- Eli Noam, Director of CITI/Columbia University
- Steve Wildman, Michigan State University

- Castulus Kolo, President of Macromedia University
- Richard Gershon, Western Michigan University
- João Palmeiro, President of API and past president of Europe Google Fund
- Christian Zabel, Schmalenbach School of Business and Economics
- Luísa Ribeiro, Radio Television of Portugal Executive board member

Moderators:

- Zvezdan Vukanovic, IMMAA Board member
- Seongcheol Kim, Korea University

12:15 - 14:00 Lunch (Faculty Canteen)

14:00 - 15:00 - *Academic Book Presentations and Critical Factors of Publishing in Scientific Journals*

Room: Sala de Reuniões II (level 2, near the bar)

Speakers

- Steve Wildman, Michigan State University
- Mercedes Medina, Navarra University
- Zvezdan Vukanovic, IMMAA Board Member
- Sandra Phillips, University of Queensland
- Kenton Wilkinson, Texas Tech University

Moderators:

Paulo Faustino, Porto University, Director of the master's in communication and Creative Industries Management

Cristóbal Benavides, Universidad de los Andes, Dean School of Communication

15:00 – 17:00

Parallel papers presentation

- Session A: *Audiovisual Business, Media, and Societal Perspectives*. Chair: Francisco Belda, São Paulo State University

15:00 – 15:20 - ***ONLINE*** - Plataformización del trabajo creativo en el sector mediático. El caso Substack, Gema Alcolea-Díaz; María-José Pérez-Serrano; Miriam Rodríguez-Pallares
15:20 – 15:40 - The spiral of declining trust: from low wages and poor training to the erosion of confidence in media companies, Francisco Javier Pérez Latre, Cristóbal Benavides
15:40 – 16:00 - A Spatial View of Web3 in Media, Prof. Dr. Joschka Mütterlein, Dr. Daria Vyugina
16:00 - 16:20 - The agency of funding commissions in selective film funding, M. Bjørn von Rimscha

Room: Sala de Reuniões I (level 2, near the bar)

- Session B: ***Digital Migration and Prospective Media Business Opportunities***. Chair: Eli Noam, Columbia University

15:00 – 15:20 - The impact and importance of the Big Fives' exponentially inorganic mergers and acquisitions as the key success factors in establishing the leading global market dominance, Zvezdan Vukanovic
15:20 – 15:40 - Developing Engagement in Sport Brands The case of Real Madrid's national and international fans, Cristóbal Benavides, Mercedes Medina, Cristián Buzeta, Alfonso Sánchez-Tabernero
15:40 – 16:00 - Why we pay for it and why we stay: a qualitative study on the engagement experiences of Mexican college students with Netflix, Cristóbal Benavides, Ligia García
15:40 – 16:00 - The video streaming ecosystem: Insights from MENA, Ilhem Allagui and Abenezer Bekele

Room: Sala de reuniões II (level 2, near the bar)

- Session C: ***Media Platforms, Ecosystems, Strategies, and Technology Approaches***. Chair: Mercedes Medina, Navarra University

15:00 – 15:20 ***ONLINE*** A Transforming Company and a Transforming Leader: Leadership and Cultural Transformation of a Traditional News Publisher into a Digital Media Asset Holder, Prof. Dr. Castulus Kolo and Dr. Dinara Tokbaeva
15:20 – 15:40 - Evaluating the value of Internet platform services in Korea, Min Ho Ryu, Junghwan Kim, Seongcheol Kim
15:40 – 16:00 - Sensing the Metaverse – Dynamic Capabilities of non-focal complementor firms in Digital Ecosystems. The case of the German XR industry, Christian Zabel, Daniel O'Brien, Jonathan Natzel
16:00 – 16:20 - Media platforms as a part of Russian digital ecosystems: development and limitations, Elena Vartanova, Daria Vyugina

Room: Anfiteatro Nobre (level 1, near the studenys Bar)

- Session D: ***Ibero-American Research in Media and Communications***. Chair: Paulo Faustino

15:00 – 15:20 – ***ONLINE*** - Las estrategias de plataformización para acercarse al público joven de RTP Y RTVE, Isaac Maroto González, Cesar Fieiras Ceide

15:20 – 15:40 – Strategy as practice: the case of Elmundo.es, Luis Sangil; Alfonso Sánchez-Taberero; Francisco Javier Pérez Latre

15:40 – 16:00 - Changes in the value chain of Spanish audiovisual works, José M. Alvarez-Monzoncillo

16:00 – 16:20 - Televisión pública y cambios en los procesos productivos. El reto de medir la innovación, Monica López-Golán; Azahara Cañedo

Room: Anfiteatro II (level 2)

16:20– 16:40 - Coffee break (around rooms: Sala de Reuniões I e Sala de Reuniões II)

16:40 – Moving to Porto Innovation Hub (25 minutes by walk or 15 m by Metro: from Casa da Música to Trindade Metro Station, and by taxi or uber is circa 7 - 10 minutes)

18:00 - 19:30

OPEN SEMINARY

(Porto Hub Innovation - Address: Largo do Dr. Tito Fontes 15, 4000-538 Porto)

Creative Industries Policies, Regional Development, and Entrepreneurship

Speakers

- Terry Flew, Sydney University
- Eli Noam, Columbia University
- Sandra Phillips, University of Queensland
- Tânia Santos, CRU - Creative HUB
- André Forte, UPTEC

Moderators:

Castulos Kolo, IMMAA President

Paulo Faustino - Porto University

20:30 - 22:30 - Dinner and free time to explore night life around

Restaurant Palacio dos Leitões - address: Rua da Alegria 37, 4000-127 Porto

October, 22

9:15 - 10:45

Address: Faculdade de Letras da Universidade do Porto – Via Panorâmica, 4150 - 564

Plenary session

Media Work, Creative Products, and Intangible Asset for Sale to Other Organizations

Anfiteatro 2 (level 1, near the students Bar)

Guest speakers

- Terry Flew, Sydney University
- Steve Wildman, Michigan State University
- Ingrid M. Tolstad, Oslo Metropolitan University
- Harald Rau, Ostfalia University of Applied Sciences
- Mario Augusto, RTP – Journalist/Radio Television of Portugal

Moderators:

- Mercedes Medina - University of Navarra
- Ilhem Allagui – Northwestern University in Qatar

10:45 - 11:00 - Coffee break (around rooms: Sala de Reuniões I e Sala de Reuniões II)

11:00 - 13:00 – Parallel sessions - papers presentation

- Session A: ***Marketing, Advertising, and Audiences Engagement***. Chair: Castulus Kolo, Macromedia University

11:00 – 11:20 - GAFAM's Technology Investment Profiles and Strategies. An Analysis of Emerging Technology Investments and Acquisitions, Magdalena Ciepluch, Uwe Eisenbeis

11:20 – 11:40 – Managing for Audience Engagement: From informative dissemination to integrative development, Ingrid M. Tolstad, Aina L. Hagen, Gudrun Rudningen, Arne L. Bygdas, Danielle E. Alves

11:40 – 12:00 – Journalism Innovation as a Driver for Audience Engagement. The Management of Communities in European News Media in the Last Decade, José M. Valero-Pastor; Mirco Saner; Renée Lugschitz; Maike Körner; Korbinian Klinghardt

12:20 – 12:40 - Diversity in U.S. advertising: Academic, industry and audience responses, Kenton T Wilkinson

Room: Sala 202 (level 2)

- Session B: ***Audiovisual Business, Media, and Societal Perspectives***. Chair: Ilhem Allagui, Northwestern University- Qatar

11:00 – 11:20 - ***ONLINE*** The Generation Differences of OTT Services' Consumer Psychology and Behavior in the COVID-19 Time, Hector Liu & Hsia Chi-Hsien

11:20 – 11:40 - OTT Streaming in the Sports business: opportunities and challenges, Ilhem Allagui; Abenezer Bekele

11:40 – 12:00 - What shapes media management education in the US and Europe?

A comparison of curricula in times of digital transformation, Castulus Kolo, Bozena Mierzejewska, Florian Haumer, Mercedes Medina, Anran Luo, Chris Schmidt, Rosmeily Rojas

12:00 – 12:20 - Value Creation in VR Gaming from an SDL Perspective: Investigating the Multidimensionality of the Service Value Construct, Reinhard Kunz, Christian Zabel, Alexander Roth

Room: Sala de reuniões I (level 2)

- Session C: ***Media, Social Media and AI Business Models, and Innovation Management***. Chair: Bjørn von Rimscha, University of Mainz

11:00 – 11:20 - ***ONLINE*** Leverage and financial profitability of the newspaper industry, Raul Rios-Rodríguez; David Rodeiro-Pazos; Paulo Faustino

11:20 – 11:40 - The Contribution of Cognitive Load Minimization to Lock-in and Profitable Bundling for Online Services, Steve Wildman

11:40 – 12:00 - Organizational learning in media organizations: A systematic contextualisation within management research, Miriam Bernhard

12:00 – 12:20 - Innovation Resistance of AI Speaker Non-users: Focusing on Business Perspectives, Jonghwan Choi, Byenghee Chang, Hun Kim,

Room: Sala de reuniões II (level 2)

- Session D: ***Society, Media Innovation and Challenges*** Chair: Zvezdan Vulkovic

11:00 – 11:20 - ***ONLINE*** The end of the newspaper crisis? Analyzing the economics of the industry in Galicia, Raul Rios-Rodríguez; Adrián Dios-Vicente

11:20 – 11:40 - The Role of the Media (Radio) in Social Development, Stephen Obiri Agyei

11:40 – 12:00 - Diffusion of Innovations: Social Media and Opinion Leadership in the Digital Age, Richard A Gershon

12:00 – 12:20 - ***ONLINE*** - New business models for independent digital news media, Maria Isabel Villa Montoya, Nestor Julián Restrepo Echavarría, Nicolas Molina Arroyave, Sigifredo Escobar Gómez, Ana Maria Calderon Cardona

Room: Sala 201 (level 2)

13:00 - 14:00 – Lunch (Faculty Canteen)

14:00 – 15:00. Metaverse: 3-D Illusion or Next-Generation Video Reality?

Guest Speaker

– Eli Noam, Columbia University

Moderators:

Ilhem Allagui, Northwestern University – Qatar

Francisco Belda, São Paulo State University

15:00 - 16:40 - Parallel sessions - Papers presentation

- Session A: ***Marketing, Media Industries, and Entrepreneurs***. Chair: Ilhem Allagui, Northwestern University- Qatar

15:00 – 15:20 - ***ONLINE***– Emotions as Key to Russian GenZs’ Consumption of Political News, Daria Vyugina, Elena Salikhova

15:20 – 15:40 - What drives national media industries’ growth? A global long-term study on the interrelation of potential impact factors, Castulus Kolo

15:40 – 16:00 – Entrepreneurial Activity and Professionalization of Social Media Influencers - A Survey on Business Models of Content Creators in International, Florian Haumer, Castulus Kolo, Alexander Roth

16:00 – 16:20 - Gatekeeping of readers' comments: Moderation on Croatian news sites, Tamara Kunić

Room: Sala de reuniões I (level 2, near the bar)

- Session B: ***Journalism, Content Production, Social Value, and Public Policies***. Chair: Steve Wildman, Michigan State University

15:00 – 15:20 - Vladimir Putin, Ukraine and the Court of Public Opinion, Richard A Gershon

15:20 – 15:40 - Valuing News: Aligning Individual, Institutional and Societal Perspectives to Promote Sustainable News Journalism, Terry Flew

15:40 – 16:00 - “The meaningful crisis”: Norwegian newspapers’ experience of their social responsibility during Covid-19, Gudrun Rudningen, Arne Bygdås, Sara B. Lorenzen, Ingrid Tolstad, Aina L. Hagen

16:00 – 16:20 - Ownership Structure and Funding Transparency in Brazilian News Organizations: A Case Study Based on a Trust Indicators System, Francisco Rolfsen Belda

Room: Sala de reuniões II (level 2, near the bar)

-Session C: *Research Methods and Issues in Gathering Data in Media and Creative Industries*. Chair: Kent Wilkinson, Columbia University

15:00 – 15:20 – First Nations Meta-Data: Connecting Story to Country, People to Place, Sandra Phillips

15:20 – 15:40 – Emerging architectures for listening in on audiences: algorithmic surveillance as managerial practice within the music industries, Ingrid M. Tolstad

15:40 – 16:00 - Study of three variables of persuasive communication that influence the appropriation of a message's content, Yanick Farmer

16:00 – 16:20 - Managing Innovations in Content Driven Media. Limitations and Challenges for Research: the Case of Location-based Services., Harald Rau

Room: Sala 202 (level 2)

16:20 - 17:00 – Conference close

20:30 - 22:30 - Gala Dinner – Restaurante Torreão – with nice view of Douro River (Address: Rua das Virtudes 37, 4050-630 Porto). 15 - 20 minutes by walk from Faculty

COMPLEMENTARY INFORMATION

WIFI:

Network: UPorto

Login: eventosflup

Password: letras2022

If it not worked, you need to open your browser and go to:

<http://uportowifiguest.up.pt/>