Call for Papers - International Media Management Academic Association (IMMAA) Annual Conference

Moscow, October 24-25, 2014

Held at the Moscow State University

Managing Online Media: Into the Next Stage of Digital

The Executive Committee for the International Media Management Academic Association (IMMAA) invites researchers and practitioners to submit proposals for papers to be presented at the 2014 IMMAA annual conference in Moscow, October 24-25, 2014.

IMMAA (International Media Management Academic Association) is the worldwide professional grouping of academic researchers on the subject of media management. The link among them is the desire to develop research and teaching of media management to students, professionals, and academics.

IMMAA’s goal is to go beyond the presentation of academic papers and create a worldwide community of researchers who discuss with each other, at common events, the broader issues of change, management, teaching, and research. In that spirit, the conference will allocate ample time to discussion. IMMAA also aims to have links of relevance and interaction with media professionals and policy makers around the world.

Past Annual Conferences were held in Chicago, San Francisco, Saarbrücken, and New York. The 2013 conference was held in Lisbon, Portugal with over 90 speakers and participants from 30 countries in attendance.
The upcoming conference in Moscow will consist of parallel paper sessions on several tracks, track-centered discussions of papers and overarching topics, plenary sessions with substantial group discussion, and workshops.

**Submission:**

Please send completed papers or abstracts for review by the program committee. Identify to what the theme(s) your paper fits best, or propose an additional theme for the paper.

The program committee also invites:

- Proposals for panel topics
- Recommendations for outside keynote speakers
- Recommendations of other researchers or mailing lists to whom a call for papers should be sent

**Deadlines:**

- Abstract or completed paper: May 1, 2014
- Acceptances based on abstracts are tentative and subject to submission of a substantially completed paper by August 1, 2014, and its review by the Program Committee.

Submissions should be sent with the subject “Moscow IMMAA Conference” via email at immaaconference2014@gmail.com).

**Conference Venue:** Moscow State University

**Registration Fees:** 180 Euros, includes conference, receptions, lunches, field trip to media company, dinner[s.]

**Accommodations:** Special rates will be available for different categories of hotels.

**Tours:** in addition to a tour to a media company, there will be organized sightseeing following the conference.

**Potential Session Themes**
The transformation of industries

Media Industry Analyses, Production, Content Management,

Media Corporate Cultures

Business Models

Trade and comparative advantage in the digital world

Functional areas of Media Management: Finance, HR, Marketing, Production

Managing Creativity

Public Policies, Pluralism, Subsidies and Regulation in Media and Creative Industries

Media Audiences, Audience Research, and Advertising Trends

New Approaches to Media Management Teaching

Regional Media

Convergences: Europe, EUA, Latin America and Asia

Co-creation and Crowdsourcing in Audiovisual Industries

Managing, creating, and protecting Diversity in media content, ownership, HR, and social preferences.

Executive Committee of the IMMAA

Eli Noam, Columbia University (USA), Chairman 2013 of the Association; Elena Vartanova, Moscow State University (Russia) Conference Co-Chair; John Lavine, Northwestern University (USA), IMMAA founder; Chris Scholz, Saarland University (Germany); Paulo Faustino, Porto University (Portugal)

Scientific Committee: [Preliminary List, Open to Discussion]

Pedro Garcia Alonso, University of Complutense of Madrid (Spain), Patrick Badillo, University of Geneva (Switzerland), Francisco Campos, Santiago Compustela University (Spain), Robert DeFillippi, Suffolk University (USA), Jean Baptiste Lessourd, Universitee de la Mediterranee--Marseille (France), Gregory Lowe, University of Tampere (Finland), Bozena Mierzejewska, IJMM and Fordham University (USA), José Alvarez Monzoncillo, King Juan Carlos University (Spain), Sónia Virgínia Moreira, Rio de Janeiro University (Brazil), Kiyoshi Nakamura,
Waseda University (Japan), Robert Picard, Oxford University (England), Estrela Serrano, Centre of Investigation in Media and Journalism (Portugal), George Sylvie, University of Texas (USA), Alfonso Sánchez Tabernero, Navarra University (Spain), George Tsourvakas, Aristotle University (Greece), Zvezdan Vukanovic, University of Donja Gorica, Steve Wildman, State Michigan University and FCC (USA),