



4<sup>TH</sup> TO 6<sup>TH</sup> OCTOBER 2019  
Northwestern University in Qatar

## IMMAA Conference - Qatar

Media Management & Innovation

# CALL FOR PAPERS



NORTHWESTERN  
UNIVERSITY  
IN QATAR

## ABOUT IMMAA:

The 2019 conference of the International Media Management Academic Association (IMMAA) will be hosted by Northwestern University in Qatar.

The conference theme is Media Management and Innovation, which continues to be a focal challenge the field needs to better understand both conceptually and for practical application. The conference provides a platform for analysis and discussion of the complexities related to managing media innovation on the basis of empirical and theoretical contributions pertaining to the conference theme.

The IMMAA 2019 conference welcomes contributions from diverse perspectives. Papers are encouraged to examine practical examples in case study approaches and all qualitative and quantitative approaches to research. Prioritization will be given to papers related to three key dimensions:

1 - Conceptual investigations that deconstruct the concept of 'innovation'. What is innovation at a time when new has become the norm? How has research about media innovation and its management evolved over time? To what extent is media innovation dependent on technology, and what matters beyond technology? How can policy support media innovation? What do the global North-South dichotomy and its narratives tell us about media management and innovation?

2 - Empirical explorations that open discussion about the results of experimentation and investigations pertaining to creative media outputs, creative media models, creative processes and procedures in media organizations- and how to manage all of this effectively. How are media institutions prepare and cope with an evolving media environment with changing patterns of consumption?

3 - Academic queries pertaining to the education of media management in ways that are innovative in pedagogy and curricular design. How is the media management curriculum evolving to embrace today's dynamic industry environment? How do media schools and programs prepare students to work as competent managers in a dynamic environment that is increasingly global and cross-cultural?

Papers that address more general issues related to the below themes are also welcome.

- Value Creation and Business Models
- Disruption and Innovation in Media Markets
- Impact of latest Trends and Technologies
- Emerging Media Markets
- Media Entrepreneurship and Small Companies
- Venture Capital, Crowdfunding and Media Financing
- Cooperation and Competition in Media Markets
- Media Audience and Research Metrics
- Media Business Research Methods
- Innovation in Teaching Approaches and Formats



## CRITICAL DATES & REGISTRATION FEES:

### 1st Call - Special Reduced Fee

Deadline for submitting abstracts and panel proposals: until **July 1st**  
Notification of abstract or panel proposal acceptance: until **July 10th**  
Registration: **150€** until **July 25th\***

### 2nd Call

Deadline for submitting abstracts and panel proposals: until **August 15th**  
Notification of abstract or panel proposal acceptance: until **August 25th**  
Registration: **200€** until **August 31st\***

### 3rd Call

Deadline for submitting abstracts and panel proposals: until **September 5th**  
Notification of abstract or panel proposal acceptance: until **September 20th**  
Registration: **250€** until **September 30th\***

\*A reduced registration fee (150€) is available for all that submit the papers until the 15th of July. Students and junior academic researchers, which don't have a scholarship or a salary, also may have an additional discount: 30% - 1st call; 25% - 2nd call; 20% - 3rd call.

### IMMAA Conference - October 4th to 6th

## SUBMISSION GUIDELINES:

Paper submissions and panel proposals will be judged on the basis of extended abstracts that should be between 5 and 7 pages long (1,500 to 2,500 words) and send to:  
[paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com)

On a separate page, submitters should include with their abstracts full name, title, position, affiliation and contact information (including email address and phone number) for all contributing authors.

All extended abstracts and proposals should be submitted in English. Work represented should be original and should not be under consideration for another conference at the time of submission.

All submissions will be peer-reviewed in a double-blind fashion by referees nominated to the Conference Program Committee. All extended abstracts and proposals should be submitted in .doc or.docx formats electronically via email ([paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com)).

Copyright for all extended abstracts and proposals will reside with the authors. By submitting the extended abstract or the proposal, the author agrees to grant conference organizers non-exclusive use of the material for publication in the conference proceedings.

The best 6 papers from IMMAA 2019 Conference will be presented in a special edition of the Journal of Creative Industries and Cultural Studies - JOCIS. The papers will be published in a book.

For more information, please consult our website [www.IMMAA.org](http://www.IMMAA.org) or contact Paulo Faustino: [paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com) or Ilhem Allagui: [ilhem.allagui@northwestern.edu](mailto:ilhem.allagui@northwestern.edu).