



CALL FOR PAPERS / POSTERS

Media Management and Actionable Knowledge: The Relationship between Theory and Practice

**2019 Annual Conference of
the European Media Management Association (emma)**

<https://www.media-management.eu/conference-2019-cyprus/>

#emmaCyprus

Limassol, 5–7 June, 2019

**Hosted by
Cyprus University of Technology (CUT), Cyprus**

**Deadline for abstract submission: 31 January, 2019.
Early career researcher emma conference grants available**

Media Management and Actionable Knowledge: The Relationship between Theory and Practice

Digital technology and changing consumption habits are driving media organisations to gain more insights into their audiences. At the same time, they are required to identify sustainable revenue models while also creating innovative content on different platforms to offer audiences compelling experiences. At times like these, a call for more actionable approaches by media management scholars and practitioners can contribute to our comprehension of the aforementioned disruptions.

Actionable knowledge reflects an organisation's learning capability to connect heterogeneous elements (social, political, economic- technological) so as to inform future action. Its focus is on (learning) practice as a form of self-organisation that is fluid, dynamic and emergent. Actionable knowledge is therefore pragmatic engagement with the social complexity of organising and is thus a central concern in organisation studies on at least two levels.

First, it illustrates the relationship between theory and practice and shows the impact of organisational research through the generation of actionable knowledge i.e. knowledge implementable by the stakeholders whom it is intended to engage (business practitioners, policy-makers, researchers). Second, it seeks to advance our theoretical understanding of the nature of action as a phenomenon as well as the relationship between action and knowledge (modes of knowing) in organisations. Attention is on the conditions that underpin the relationship between knowledge and action and the potential benefits and outcomes for organisations who succeed in effectively 'managing' both what they know and how they act on what they know. After all, - "there is nothing so practical as a good theory"-, according to Kurt Lewin's famous 1943 assertion.

By addressing this call, the 2019 Annual Conference of the European Media Management Association (emma) in Limassol, Cyprus invites papers relating

to the following key questions, aiming to explore the relationship between media management theory and practice through actionable knowledge:

- How can media management research best result in actionable knowledge?
- How can management transfer and share actionable knowledge in media organisations?
- What are the mechanisms by which actionable knowledge can be operationalised for media stakeholders?
- What influences decision-making in media?
- How rational (based on knowledge) is decision making?

In terms of topics, we welcome both paper and poster proposals that address either the specific conference theme or more general issues regarding the management of media organisations. Topics of relevance include (but are not limited to):

- actionable knowledge
- digital transformation
- big data
- creativity simulation
- media consumer trends
- media value chains
- copyright issues
- competition of audiovisual platforms
- brand management
- working and labour conditions
- marketing
- media entrepreneurship (special interest group)
- ICT & innovation in media companies (special interest group)
- emerging media markets (special interest group)
- strategic media management (special interest group)
- media policy & regulation (special interest group)

Find information about emma's special interest groups here:

<https://www.media-management.eu/directories/special-interest-groups/>

Call for Papers

Submissions for the emma conference are invited as paper proposals in the form of abstracts (500–750 words) followed by a full paper (6000 words maximum), if the abstract is accepted. The abstract should address the following evaluation criteria:

- relevance to the academic field of media management,
- theoretical background and rationale for selection,
- research methodology and description of the empirical data used,
- clear summary of the main results,
- originality and contribution to the field's knowledge,
- practical implications (for business and/or policy).

All submissions will go through the process of double peer review by experts nominated to the conference's Scientific Committee.

Paper submissions should be uploaded to emma's online submission tool

<https://www.media-management.eu/ocs/index.php/emma/emma2019/author/submit>

by 31 January 2019.

Full papers can be considered for the Best Paper Award (€300) and for the Special JOMB Issue only if they are submitted before 20 April 2019.

Call for Posters

Similar to the Call for Papers, we welcome poster proposals that address either the specific conference theme or other topics relevant to the field of media management. Different from the papers (which participants will present orally), posters should introduce on-going and future research projects. The focus is less on the results of such projects rather than the research question(s) and methodology. Ideally, participants will look for cooperation partners through such posters. The posters will be exhibited in a prominent place at the conference venue throughout the conference.

Whoever is interested in presenting a poster, should submit an abstract (500–750 words) that addresses the following evaluation criteria:

- goals of the ongoing or intended research project,
- research questions and hypotheses,
- research methodology and description of the empirical data used,
- description of the project team and collaboration partners,
- intention: why I want to present my project at the emma conference
- expected outcomes: what I want to gain from this presentation at the emma conference
- possibility of assigning the project to an emma special interest group (where applicable).

Poster submissions should be made via the online form <https://www.media-management.eu/conference-2019-cyprus/poster-submissions/> by 31 January 2019.

If their poster proposal is accepted, participants will receive clear guidance in terms of poster size, format, etc.

Important Dates

31 January, 2019	Deadline for abstract submissions (papers and posters)
28 February, 2019	Notification of acceptance (papers and posters) Opening of conference registration Opening of paper submissions
20 April , 2019	Deadline for full paper submissions
1 May, 2019	Closing of conference registration
5-7 June, 2019	emma 2019 Annual Conference “Media Management and Actionable Knowledge: The Relationship between Theory and Practice”

Early career researchers who wish to apply for an emma conference grant (up to €1000) are referred to the Call for Applications published on the emma website (<https://www.media-management.eu/calls/>).

Contact/Organisers

emma 2019 Annual Conference website:

<https://www.media-management.eu/conference-2019-cyprus/>

Facebook: www.facebook.com/emma.media.management

Twitter: @emma_assoc

https://twitter.com/emma_assoc

Faculty of Communication and Media Studies
Department of Communication and Internet Studies
Cyprus University of Technology (CUT)
30 Arch. Kyprianos Str.
3036 Limassol, Cyprus

Organising Committee:

Conference Chair: Prof. Dr. Stavros Georgiades - CONTACT PERSON:
bus.gs@frederick.ac.cy

Local Organising Chair: Prof. Nikos Tsapatsoulis

Program Committee Chairs: Dr Paraskevi (Evi) Dekoulou - CONTACT PERSON:
dekoulou.e@unic.ac.cy

Dr Nicholas Nicoli (University of Nicosia)

Local team:

Prof. Georgios Panigyrakis

Dr. Dionysis Panos

Dr. Euripides C. Antoniadis

Ms Evdoxia Kyriacou