11.25am - 11.45am
Technology, media and consumption form of music communication — A Historical review and innovative discussion
Authors: Wang Lin

11.45am - 12.05pm
Rigorous versus relevance: Enforcing dialogue between media management research and practice
Media Management Education in International Perspective – A Comparative Analysis of Curriculum in the US and Germany
Authors: Britta M. Gustel

12.05pm - 12.25pm
Towards explanation of differences in media confidence in European countries
Variations of Copyrights to Audiosvisual Works - Copyright Management Organisations
Authors: Castillos Kalo, Ruan Luo

12.25pm - 12.45pm
Individualized Media in the Informational Era
Towards the Possibility of a Framework of Power Relations between Media, Journalism and Information Intermediaries.
Authors: Gianna Ehrlich

3.10pm - 3.30pm
Analysis of User Motivation and Acceptance of Subscription and Free Videos on Demand Brand
Digital Personal Assistants as Gatekeepers for Consumption? - How Information Intermediaries Shape Competition
Authors: Victorine Novoske

3.30pm - 3.50pm
Disentangling Voting Biases in the Eurovision Song Contest: An Empirical Analysis of the Ecuadorian market
Individual Biases in Peer Voting Systems
Authors: Oliver Budzinski, Daniel Weimar, Sophia Gaenssle

11.30am
Does Absence Make the Heart Grow Fonder?
Authors: Marianne Barrett

11.30am
A Capabilities Perspective on the American Television Industry
Content, and Business Models
Authors: Cristian Ramón Béjar

11.30am
Business Model Ambidexterity in a Digital Sports Media Company: The Potential Impact of AI on Value Creation in Newspaper Publishing
Genre and SVOD Platform Consumption
Authors: Ramón Marín

11.30am
The Economics of Instagram Stars: Instafame and Sex Sells?
The Potential Impact of AI on Value Creation in Newspaper Publishing
How Consumer Personalities, Lifestyles, and Demographics Predict SVOD Genre and SVOD Platform Consumption
Authors: Doyeon Lee, Anthony Palomba

11.30am
Identifying the components of the consumer based brand equity of media outlets
Evaluating the Impact of Social Media and the Marketing Mix on the Individuated Media
Authors: Castillos Kalo, Bozena Mierzejewska, Florian Haumer, Axel Roepnack, Elena Vartanova, Daria Vyugina

11.30am
How subsidies lead to a homogenous film supply
Authors: Anran Luo

11.30am
Conflict of Interest in Social Media: A Case Study on Media Licensing
The Transformational Ability of an Incumbent Newspaper Publisher: An explorative research on the role of boundary spanning in addressing differing or conflicting intra-institutional logos
Authors: Hans van den Brink

11.30am
Transnational Media in the Impact of Digitalisation
Trust in Artificial Intelligence and Anti-Deepfake AI Technology
Authors: John Oliver

11.30am
Transformation of Russian media industry: the impact of digitisation
Why Alternative Media is the Future
Authors: Britta M. Gossel

11.30am
Media Technology and the Consumption of Music
Technology, media and consumption in the Informational Era
Authors: Yuxi He, Angela M. Powers

11.30am
Individuated Media in the Informational Era
Institutional Entrepreneurship: Transformative Change or Bureaucratic stagnation?
Authors: Gregory Ferrell Lowe

11.30am
The Transformational Ability of an Incumbent Newspaper Publisher: An explorative research on the role of boundary spanning in addressing differing or conflicting intra-institutional logos
DeepFake AI Technology
Authors: Byeng-Ol Olmsted

11.30am
Building SVOD Brand Loyalty and Brand Equity: Application of Consumer Based Brand Equity Model to SVOD Consumption
Managing Organizational Tensions in Hybrid Organization
Authors: Jonathan Brouwer, Jule Scheper, Bruns Sophie

11.30am
Evolving Business Models in Media Business — 21 May 2021
The Transformational Ability of an Incumbent Newspaper Publisher: An explorative research on the role of boundary spanning in addressing differing or conflicting intra-institutional logos
Authors: Albrecht Schmid, Ivana Kostovska, Karen Donders

11.30am
The Impact of Over-The-Top Services Adoption: Focusing on Differences between Non-adopters, Free Service Adopters, and Paid Service Adopters
The Impact of Over-The-Top Services Adoption: Focusing on Differences between Non-adopters, Free Service Adopters, and Paid Service Adopters
Authors: Byeng-Ol Olmsted

11.30am
Digitalisation of the game crowdfunding success: A content-based analytics approach
The Transformation of Russian media industry: the impact of digitisation
Authors: Gillian Doyle

11.30am
Strategic Management and Performance Driver in Media — 21 May 2021
Strategy in the News Media Industry
Building SVOD Brand Loyalty and Brand Equity: Application of Consumer Based Brand Equity Model to SVOD Consumption
Authors: Doyeon Lee, Anthony Palomba

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The Transformational Ability of an Incumbent Newspaper Publisher: An explorative research on the role of boundary spanning in addressing differing or conflicting intra-institutional logos
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The Curious Case of Spider-Man Film Rights: A Case Study on Media Licensing
Managing Organizational Tensions in Hybrid Organization
Authors: Jo-Young Kim

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The Critical Use of Social Media and the Marketing Mix on the Individuated Media
The Critical Use of Social Media and the Marketing Mix on the Individuated Media
Authors: Tantan Bao

11.30am
The Impact of Online-Offlne Media Integration on Consumer Behavior and Consumption
Measuring sustainability of audiovisual and film ecosystems: Beyond firm-centric impact assessments
Authors: Mónica Goychay, Uwe Ehmke

11.30am
How subsidies lead to a homogenous film supply
Authors: John Oliver

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