

	WMEMC Room 1	WMEMC Room 2	WMEMC Room 3	WMEMC Room 4
	Setting the Ground for Media Research – 20 May 2021			
11.25am - 11.45am	Technology, media and consumption form of music communication —A Historical review and innovative discuss <i>Authors: Wang Lin</i>	Sustainability through Civility in News and Information Organizations <i>Authors: Yuxi He, Angela M. Powers</i>	Cultural entrepreneurship or Media entrepreneurship? Definition and Delimitation of Research Programs <i>Authors: Britta M. Gossel</i>	Lessons for Media Management Science and Practice from Six Pioneers of Management Theory <i>Authors: Gregory Ferrell Lowe</i>
11.45am - 12.05pm	Rigor versus relevance: Enforcing dialogue between media management research and practice <i>Authors: Miriam Bernhard, Britta M. Gossel, Andreas Will</i>	Media Management Education in International Perspective – A Comparative Analysis of Curricula in the US and Germany <i>Authors: Castulus Kolo, Bozena Mierzejewska, Florian Haumer, Axel Roepnack, Christopher Schmidt, Anran Luo</i>	The Transformational Ability of an Incumbent Newspaper Publisher: An explorative research on the role of boundary spanning in addressing differing or conflicting intra-institutional logics <i>Authors: Hans van Kranenburg</i>	Transformation of Russian media industry: the impact of digitalization <i>Authors: Elena Vartanova, Daria Vyugina</i>
12.05pm - 12.25pm	Towards explanation of differences in media confidence in European countries <i>Authors: Roumiana Konstantinova</i>	Valuation of Copyrights to Audiovisual Works - Copyright Management Organizations <i>Authors: Oguzhan Akin, Pawel Kossecki</i>	Digital technology as an enabler and challenger of strategic renewal <i>Authors: Päivi Maijanen</i>	Why Alternative Media is the Future <i>Authors: Sarah B. Fisher</i>
12.25pm - 12.45pm			Individuated Media in the Informational Era <i>Authors: Vincent B. Crosbie</i>	Trust in Artificial Intelligence and Anti-DeepFake AI Technology <i>Authors: Sylvia Chan-Olmsted, Rang Wang</i>
	Media Industry and Society – 20 May 2021			
2.30pm - 2.50pm	Analysis of User Motivation and Acceptance of Subscription and Free Video on Demand <i>Authors: Reinhard Kunz, Sven Notbohm</i>	Digital Personal Assistants as Gatekeepers for Consumption? - How Information Intermediaries Shape Competition <i>Authors: Victoriia Naskova</i>	How subsidies lead to a homogenous film supply <i>Authors: Bjørn von Rimscha</i>	How Consumer Personalities, Lifestyles, and Demographics Predict SVOD Genre and SVOD Platform Consumption <i>Authors: Anthony Palomba</i>
2.50pm - 3.10pm	Identifying the components of the consumer based brand equity of media outlets <i>Authors: Gianna Ehrlich</i>	Innovation, Renewal and Public Intervention in the Television Production Sector <i>Authors: Gillian Doyle</i>	Social media engagement in U.S. newspapers: Exploring relationships between content niches, circulation size, and social media engagement <i>Authors: Qian Yu, Peter Gade, Doyle Yoon, Loarre Andreu Perez</i>	Capturing the flow of Audience Attention from the Media Economy into the Advertising Economy: Introducing the I2MAC Framework <i>Authors: Vijay Viswanathan, Judy Franks</i>
3.10pm - 3.30pm	Following the numbers or following the gut feeling? A typology of online journalists' use of audience analytics drawing from social, organizational and technological influences <i>Authors: Robin Riemann</i>	Under pressure. A framework of power relations between journalism, media and information intermediaries. <i>Authors: Pascal Schneiders</i>	What Drives Binge-Watching? An Economic Theory and Analysis of Impact Factors <i>Authors: Philipp Kunz-Kaltenhaeuser</i>	What to engage when you are engaging: College students consuming Netflix in México <i>Authors: Ligia García-Béjar</i>
3.30pm - 3.50pm	A New Era of Antitrust: A Means to Protecting Consumer Data Privacy? <i>Authors: Laurie Lee</i>	Content and experience: factors behind the choice between free-to-air and pay-tv in the Ecuadorian market <i>Authors: Alicia María Urgellés Molina, Mónica Herrero</i>		
	Strategic Management and Performance Driver in Media – 21 May 2021			
12.20pm - 12.40pm	The Impact on Over-The-Top Services Adoption: Focusing on Difference between Nonadopters, Free Service Adopters, and Paid Service Adopters <i>Authors: Jeongmin Ko</i>	Disentangling Voting Biases in the Eurovision Song Contest: An Empirical Analysis of Individual Biases in Peer Voting Systems <i>Authors: Oliver Budzinski, Daniel Weimar, Sophia Gaenssle</i>	The determinants of game crowdfunding success: A content-based analytics approach <i>Authors: Tantan Bao</i>	Public Perception of VR Treatment for Bereaved families Using LDA Based Text Mining via YouTube <i>Authors: Su Young Kim</i>
12.40pm - 1.00pm	Ownership and financial performance of newspaper publishing companies <i>Authors: Mikko Grönlund</i>	Big Data, News Automation and Public Service Media. Developing A Generic Public Value Scorecard Model <i>Authors: Paul Clemens Murschetz, Gerrit Bräsel</i>	Chronic corporate underperformance in Media-Tech firms: a new perspective <i>Authors: John Oliver</i>	Emerging Technologies and the Future of the Media. Adoption Strategies as seen by German Media Job Vacancies <i>Authors: Magdalena Ciepluch, Uwe Eisenbeis</i>
1.00pm - 1.20pm	The Economics of Instagram Stars: Instafame and Sex Sells?" <i>Authors: Sophia Gaenssle</i>	Factors affecting satisfaction with AI speakers: Focusing on perceived anthropomorphism and technical characteristics <i>Authors: Doyeon Lee, Byeng-hee Chang</i>	How Much is Too Much? Audience Response to Day-and-Date Streaming Prices during Covid-19 <i>Authors: Ronen Shay</i>	Measuring sustainability of audiovisual and film ecosystems: Beyond firm-centric impact assessments <i>Authors: Ivana Kostovska, Tim Raats, Karen Donders</i>
1.20pm - 1.40pm	The Potential Impact of AI on Value Creation in Newspaper Publishing <i>Authors: Castulus Kolo, Lucas Lutz</i>	Building SVOD Brand Loyalty and Brand Equity: Application of Consumer Based Brand Equity Model to SVOD Consumption <i>Authors: Anthony Palomba</i>	Interaction Quality of Content Creators with their Followers – A Comparative Content Analysis of Micro Youtubers and Social Media Superstars <i>Authors: Florian Haumer, Castulus Kolo and Alina Zoch</i>	
	Evolving Business Models in Media Business – 21 May 2021			
2.30pm - 2.50pm	Business model ambidexterity in a digital sports media company: the case of The Athletic <i>Authors: Cristian-Ramón Marín-Sanchiz, Miguel Carvajal-Prieto, José-Luis González-Esteban</i>	Being Innovatively Digital – Innovative Broadcasting Business Models in the Age of Digital Transformations <i>Authors: Marko Milosavljevic</i>	Risking it all? Media innovation cultures in newspaper organizations in the United States, Germany and Scandinavia <i>Authors: Katja Lehtisaari, Mikko Grönlund, Carl-Gustav Lindén, Mikko Villi</i>	From Offline to Online? – An Empirical Analysis of Video Advertising Spending Behavior <i>Authors: Nadine Lindstädt-Dreusicke, Elke Theobald, Oliver Budzinski</i>
2.50pm - 3.10pm	Influencer as Content Creators – An International Survey on Motivations, Types of Content, and Business Models <i>Authors: Kolo Castulus, Haumer Florian, Roth Alexander</i>	Building an innovation ecosystem of collaboration between media companies and startups <i>Authors: Dirk Wauters</i>	The Curious Case of Spider-Man Film Rights: A Case Study on Media Licensing <i>Authors: Ronen Shay</i>	Stepping In and Out: Formal Structures and Informal Coordination Practices in Film Crews <i>Authors: Stavros Georgiades</i>
3.10pm - 3.30pm	A Capabilities Perspective on the American Television Industry <i>Authors: Patricia Phalen</i>	What to bring to the table? An examination of requirements in job announcements targeting media and communication graduates <i>Authors: Christopher Buschow, Jule Scheper, Bruns Sophie</i>	Hitching a ride: the managerial challenges of television companies in co innovating with digital platforms <i>Authors: Jun Wu</i>	Managing Organizational Tensions in Hybrid Organization Collaboration: Case Mediapolis Media Cluster <i>Authors: Sari Virta</i>
3.30pm - 3.50pm	Does Absence Make the Heart Grow Fonder? <i>Authors: Marianne Barrett</i>	Restoring community journalism in the digital age: A business model <i>Authors: Sarah B. Fisher</i>	Impact of Artificial Intelligence on Media Value Chains: Learning from Media Startups <i>Authors: Joschka Mütterlein, Julia Röhr, Castulus Kolo</i>	Reengineering Journalism: Product Manager as News Industry Institutional Entrepreneur <i>Authors: Allie Kosterich</i>