2024 Annual Conference of the European Media Management Association (emma) 6-8 June 2024

Hosted by
NHL Stenden University of Applied Sciences & Erasmus University, The Netherlands

Venue
NHL Stenden University, Leeuwarden, The Netherlands. Details about the modality of the conference will be announced as soon as possible.

„Media Innovation and Transformation
Understanding and Envisioning the Future of Media Management".

Media innovation broadly describes the reciprocal developments around media technologies and media practices that create new opportunities for envisioning, creating, consuming, storing, sharing, and transforming content that enables the creation, capture and management of value in a large variety of settings (Prenger & Deuze, 2019; Storsul & Krumsvik, 2013). It is a complex and dynamic process that involves the continuous interplay between technological developments, changes in media practices and transformations in society, with each influencing and shaping the other (Bruns, 2014). Acknowledging and investigating the influence of technological innovation processes is crucial in understanding the possibilities of media innovation (Ní Bhroin & Milan, 2020) as well as its broader implications for society. For instance, trends in digitalization, datafication and communication enable new modes of organizing, producing, distributing, and promoting content (Horst & Hitters, 2020; Evens, Raats & von Rimscha, 2017). Artificial Intelligence increasingly pushes our boundaries of what individuals and organizations can do, and specifically, e.g., how processes of creation can be supported, leveraged, and transformed. This creates new possibilities and significant challenges for media organizations (Oliver & Picard, 2020) and many industries and contexts more broadly (e.g., McKinsey Digital, 2023).

As barriers across organizations, industries and societies become fluid, less tangible and more porous, the way in which content and value are created and managed become more complex, multifaceted, and increasingly novel (as seen in creative applications for and of the use of blockchain technology or AI). This challenges existing approaches to strategy, leadership, entrepreneurship, marketing, and operations, to just name a few, and emphasizes continuous learning, adaptation, trial-and-error, and flexibility. But certainly, these ways of managing and

organizing have multitudes of consequences for the functioning of media and related organizations and how the media and creative industries are conceived, as well as how they are influencing society. The complexity of media innovation goes well beyond technologies and is inevitably linked to and driven by new understandings, processes, practices of creating and managing attention, content, relevance, and value through new forms of work, adequate business models and evolved human relations. Furthermore, the media's role as a catalyst for change, moulding attitudes, and behaviors (Vallor, 2016; Christians, C. G. (2019), highlights its potential and responsibility in addressing prevailing societal challenges. Consequently, how media is managed and how responsibility is (or should be) an inherent part of these processes and practices, has important implications for different levels of actors and stakeholders, be they individual creatives, journalists or knowledge workers, managers, teams in (media) organizations, or policy makers. These impact organizations, platforms, structures, and industries.

#emmaleeuwarden seeks to examine the intersections of media innovation and societal transformations. It aims to contribute to the academic conversation about the potential of media innovation and transformation for media management, media strategy, media entrepreneurship, media education, (marketing) communication and society.

We welcome all topics related to media innovation and transformation to the upcoming emma conference. We would like to invoke reflections and push your imagination to contribute to advancing our field. Here are some questions that might stimulate your ideas:

- To what extent can responsible leadership practices in media management effectively navigate the ethical and societal implications of media innovation and transformation?
- How does the adoption of new technologies affect the organization and production of media content, and what are the implications for value creation within digitalized media ecosystems?
- How can media education adeptly tackle the possibilities and complexities presented by AI, thereby securing the prospective employability of graduates?
- How can media be harnessed to address current societal and political challenges?
- Which theories and concepts are important and useful for analyzing and understanding the challenges of innovation, transformation and change in our field? How can they be used to do research in the areas of this field?
- Could incorporating practice-oriented iterative methods such as design research contribute to the development of new modes of organizing and producing valuable and meaningful media content?
- Which areas, aspects or ideas regarding research, academic discovery, learning, and growth are important in your view and expertise, which have been overlooked, forgotten or are underdeveloped?

We encourage contributions from all aspects of media management for an inclusive and open conference.

Guidelines for submission

Abstract submission

Submissions for the emma conference are invited as paper proposals in the form of abstracts (500-750 words excluding references) followed by a full paper ($\approx$ 6000 words maximum excluding references) if the abstract is accepted.

The abstract should address the following evaluation criteria:

- Introduction: research purpose, context, and empirical phenomenon (practical and social relevance, connections), and relevance to media management scholarship (theoretical relevance)
- Methodology: overview of key scientific methods employed, analytical steps, and reflections of data
- Tentative results: summary of (expected) results, findings, outcomes

Tentative contributions: Theoretical contribution, practical implications,

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

Full papers can be considered for the emma2024 Best Paper Award (€300) only if they are submitted before 16 May 2024.

Deadline paper submission: 26 January 2024. The link will be provided due time.

Further information

- Submissions must be in the format of the *Journal of Media Business Studies*. That is English, size 12 font, Times New Roman and double-line spacing.
- All paper submissions MUST include an ORCID number. If you do not have one, please register at ORCID
- emma 2024 will not incorporate a hybrid option for online paper presentations

Special session submission

For the first time, the emma conference welcomes submissions for special thematic sessions. We encourage the exploration of interactive and inventive session formats that align with the conference's overarching theme. Such sessions could for example touch upon (i) methodological innovations or the plethora of media management methodology in general, (ii) topics, methods, formats, and didactical issues in media management education, (iii) preparing for international collaboration in research (edited volumes, joint projects), (iv) strategies and measures for the further development of emma as an organization (geographical growth and alongside with it new themes e.g. at the frontiers of Europe), (v) launching systematic foresight

activities together with European media industry possibly in the context of emma. These sessions will be slotted as concurrent offerings within the conference schedule.

To guide your special session proposals, please adhere to the following set of guidelines:
- The session's duration should span 90 minutes.
- A minimum of four participants, originating from a minimum of two distinct universities and/or institutions, must be included in the application. It is essential that all participants commit to being available throughout the entire conference program.
- The proposal should be submitted by a designated session chair, who will assume responsibility for all facets of the sub-session, including coordination during the conference and acting as the corresponding author.
- Proposals for special thematic sessions should not exceed a word limit of 1250 (excluding references) and should include a narrative supporting the relevance and novelty of the topic and the relation to the conference theme.
- When the submission system asks for author information, please enter only the name and affiliations of the session chairs, not the names of the other authors or contributors, these should be added to the proposal text.
- Special session proposals will undergo a peer review process. Please note that this review will not be conducted blindly. Instead, it will focus on evaluating the session's alignment with the conference theme, the relevance of the proposed topic, as well as the quality and novelty of the session's concept.

Submission platform
Submit your abstract of special session proposal **here.**

Overview on Important Dates

26 January 2024	Deadline for submissions
4 March 2024	Deadline for PhD workshop submissions
8 March 2024	Notification of acceptance; opening of conference registration; opening of full paper submissions
16 May 2024	Deadline for full paper submissions to be considered for the emma2024 best paper award
14 May 2024	Closing of conference registration
5 June 2024	Pre-conference activities including evening reception
6-7 June 2024	emma2024 Annual Conference
8 June 2024	Social post-conference activity

emma conference grant
Early career researchers who wish to apply for an emma conference grant (up to €1000) are referred to the Call for Applications on the emma website.