

**2019 IMMAA Conference
Media Management and Innovation
Northwestern University in Qatar
October 4-6, 2019**

THURSDAY, OCTOBER 3RD

18:00-20:00 Welcome reception at the Conference Hotel J.W. Marriott, West Bay, Doha.

DAY 1. FRIDAY, OCTOBER 4TH

Session	Time	Paper Title	Speaker(s)	Institution(s)	Location
Breakfast	9:00-9:30				Projection Theatre
Opening session	9:30-10:00	Welcome & Opening Address	Dean Everette D. Dennis and Paulo Faustino		Projection Theatre
Plenary session 1	10:15-11:15	Doha Media City & Media Innovation	DMC conversation with Dean Everette D. Dennis		Projection Theatre
Break	11:15-11:30				
Media Majlis tours	11:30-12:30 & 12:30-13:30		Media Majlis	Northwestern University in Qatar	Media Majlis
Lunch	12:45-14:00				Dining Hall
Plenary session 2	14:15-15:00	Challenges and Opportunities in the Teaching of Media Innovation	Eli Noam and IMMAA Members	Columbia University, USA	Projection Theatre
Break	15:00-15:15				
Parallel session A1 <i>Managing Media in the Middle East</i> Chair: Justin Martin	15:15-16:30	Towards an understanding of innovation in Media Cities: A view from the Arab world	Joe Khalil	Northwestern University in Qatar	Room 2-256
		Running genies and angry chasing bottles: Controlled and uncontrolled post-Arab Spring media	Khaled Hroub	Northwestern University in Qatar	
		The dialectics of media ownership and new digital communication habits in Turkey	Taner Dogan	School of Communications Ibn Haldun University, Turkey	
Parallel session A2 <i>Marketing and Innovation</i> Chair: Reinhard Kunz	15:15-16:30	Technological advances and the future of corporate and marketing communication	Castulus Kolo Florian Haumer	Macromedia University of Applied Sciences, Germany	Room 2-254
		Understanding shopping-related voice assistants and their impact on brands	Alex Mari	University of Zurich, Switzerland	
		Trends and innovation in MENA marketing communication	Ilhem Allagui	Northwestern University in Qatar	
Parallel session A3 <i>Innovation Opportunities in Media Management</i> Chair: Eli Noam	15:15-16:30	Introducing the media management cascade	Gregory Ferrell Lowe Sven-Ove Horst	Northwestern University in Qatar Erasmus University of Rotterdam	Room 2-227
		Media companies and business challenges in Portugal	Paulo Faustino	Porto University, Portugal	
		Factors affecting entrepreneurship opportunity recognition in platform businesses	Somayeh Labafi	Iranian Research Institute for Information Science and Technology, Iran	
Welcome dinner	19:00-21:00				Marsa Katara

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DAY 2. SATURDAY, OCTOBER 5TH

Session	Time	Paper Title	Speaker(s)	Institution(s)	Location
Breakfast	8:30-9:00				Projection Theatre
Plenary session 3	9:00-10:00	NU-Q Plenary Session Media Use in the Middle East	Everette Dennis, Justin Martin, Ilhem Allagui and Fouad Hassan	Northwestern University in Qatar	Projection Theatre
Break	10:00-10:15				
Parallel session B1 <i>Social Platform Strategies</i> Chair: Alex Mari	10:15-11:30	Contextualizing the professionalization of social media influencers	Castulus Kolo Florian Haumer Alexander Roth	Macromedia University of Applied Sciences, Germany	Room 2-227
		The impact of actor engagement on media business models: A case study on World of Warcraft	Reinhard Kunz	University of Cologne, Germany	
		Developing a social platform strategy for customer engagement : A co-creation approach	Mahmoud Jamali Datis Khajeheian	University of Tehran, Iran	
Parallel session B2 <i>Legacy Journalism and Innovation</i> Chair: Mohammad Ibahrine	10:15-11:30	Change and innovation within the newsroom: The process of adopting data journalism in a legacy news media - The case of El País	María-Jesús Yáñez-Galdames Mathias Felipe de Lima Santos Tatiana Pereira-Villazón	Universidad de Navarra, Spain	Room 2-256
		Managing resources to create innovation in legacy media institutions: The case of Al Jazeera Media Network	Ilhem Allagui	Northwestern University in Qatar	
		Data journalism in China: Legacy organisations, internet giants, and self-media	Eddy Borges-Rey	Northwestern University in Qatar	
Parallel session B3 <i>Digital technology and TV</i> Chair: Greg Lowe	10:15-11:30	Toward an open video system in online TV	Eli Noam	Columbia University Business School, USA	Room 2-254
		K-pop as a distinct genre: Determinants of K-pop's global success through V Live	Seongcheol Kim ShinYoung Hwang	Korea University, South Korea	
		Digital transformation of television companies in Russia	Elena L. Varanova Andrey Vyrkovsky Daria Vyugina	Moscow State University, Russia	
Lunch	11:30-13:00				Dining Hall
Parallel session C1 <i>Media Audiences</i> Chair: Paulo Faustino	13:15-14:30	Media audience and research metrics	Mercedes Medina Idoia Portilla Patricia Diego	Universidad de Navarra, Spain	Room 2-227
		The reaction of Arab audiences to the ban of Turkish serials on Gulf networks	Miriam Berg	Northwestern University in Qatar	
		Exploring socially related predictors and costs of heavy TV binge-watching: Evidence from a survey of US college students	George Anghelcev Sela Sar Justin Martin Jasmine S. Moultrie	Northwestern University in Qatar University of Illinois, USA	

Parallel session C2 <i>Digital Media Ecosystems</i> Chair: Ilhem Allagui	13:15-14:30	Value networks in media service ecosystems – A conceptualization and illustration for ESports	Reinhard Kunz Castulus Kolo Alexander Roth	University of Cologne, Germany Macromedia University of Applied Sciences, Germany	Room 2-254
		To be (techno-fan) or not to be? How self-perceptions dilemmas of traditional roles impact innovation in the cultural industries	Luigi Nasta Luca Pirolo Barbara Sveva Magnanelli	LUISS Guido Carli University, Italy John Cabot University, Italy	
		Platforms extension and barriers: research on the development of social media platforms in China	Mingli Mei Shi Chen Miaochen Zhu	Tongji University, China	
Parallel session C3 <i>Innovation in Journalism</i> Chair: Eddy Borges-Rey	13:15-14:30	Individuated Media: A cognitive framework for understanding the changes underway in the media environment	Vincent B. Crosbie	Syracuse University, USA	Room 2-256
		Using Twitter to visibilize Latin America's non-profit investigative journalism organizations: Agenda setting, audience capture and market sustainability	José Luis Requejo-Alemán Jairo Lugo-Ocando	University Carlos III of Madrid, Spain Northwestern University in Qatar	
		Journalistic innovation joining quality with accessibility: A civic imperative	Rodney D. Benson	New York University, USA	
Break	14:30-14:45				
Parallel session D1 <i>Media Business and Innovation</i> Chair: Anto Mohsin	14:45-16:00	The macro-economics of crypto-currencies: Private moneys and monetary policy	Eli Noam	Columbia University, USA	Room 2-256
		Digital technologies and their impact on media business model innovation	Joschka Mütterlein Reinhard Kunz Nicola Kleer	Macromedia University of Applied Sciences, Germany University of Cologne, Germany	
		The emergence of a news website ecosystem: An exploratory study of Hespress	Mohammad Ibahrine	American University of Sharjah, UAE	
Parallel session D2 <i>Advertising and Innovation</i> Chair: Mercedes Medina	14:45-16:00	Advertising and crowdfunding as two way of PSBs financing: A case of Islamic Republic of Iran Broadcasting	Siavash Salavatian Saber Noori Moheb	Iran Broadcasting University, Iran	Room 2-254
		Advertising in immersive virtual gaming environments: A framework for measuring brand placement effectiveness	Nuno Moutinho	University of Porto, Portugal	
		VIDEO: Thumbnails allowing platforms to promote online video consumption	Stefan Cremer Claudia Loebbecke	University of Cologne, Germany	
Parallel session D3 <i>Media and Digital Activism</i> Chair: Rodney D. Benson	14:45-16:00	Macau (China): A free Diocese without communication office	José Miguel Encarnação	Technische Universität Darmstadt, Germany	Room 2-227
		Social media: a tool for fostering social awareness and cultural diversity	Saher Salim Motiwala	Pearl Academy, New Delhi	
		VIDEO: Data as a competitive advantage: Opportunities for publishers under the influence of the "Internet of Things"	Valerie Thiele	University of Siegen, Germany	
Closing Dinner	19:00-21:00				Izu, Mondrian Hotel

DAY 3. SUNDAY, OCTOBER 6TH

10:00-12:00 Site Visit at Al Jazeera Media Network