



emma2020

CONTEXTUALIZING MEDIA MANAGEMENT RESEARCH

JÖNKÖPING, 4–6 JUNE



emma
European
Media Management
Association

J
JÖNKÖPING UNIVERSITY
Jönköping International
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MMTC
MEDIA, MANAGEMENT AND
TRANSFORMATION CENTRE

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Contextualizing Media Management Research

The field of Media Management research is growing and developing, sharpening its ambitions and opportunities. Media management research can benefit from a better understanding of the different dimensions of contexts relevant in media. Contextualizing our research offers potential to not only account for specific circumstances and boundary conditions in our findings, but also to increase theories of media relevance beyond current industry definitions and managerial issues.

Current developments in strategic management, organization studies and entrepreneurship (e.g. Johns, 2006, 2017; Welter, 2011; Wright et al., 2014; Zahra & Wright, 2011) call for more contextual research. These calls stress the need to capture environmental boundary conditions and the role of context in the studied phenomena. Importantly, they also suggest the need to develop theories of context. It is in the development of such contextual theories that media management can fruitfully demonstrate its uniqueness and justification versus general management studies. Contextualizing media management research also implies building bridges to the very diverse scholarly traditions and perspectives that have addressed media-related phenomena, such as creativity, communication, marketing, journalism, economics and information technology studies.

Similarly, accounting for and understanding the particular contexts of media may direct our scholarly attention to significant practice and policy struggles, problems and challenges related to media management issues and even extending beyond them. An enhanced focus on these issues compels us to explicitly consider how different societal actors can benefit from our discoveries and insights. It is in these topics where we can become more engaged scholars (e.g. Van de Ven, 2007; Bartunek, 2007), creating applicable knowledge to help media organizations and policy makers to better deal with relevant societal implications of media (e.g. Mutz, 1992; Curran & Hesmondhalgh, 2019).

All topics related to dimensions of context relevant for media management research are welcome at the conference. They include, but are not limited to, the following:

- Internal context, such as:
 - Ownership issues (e.g. family, public, state ownership, equity holdings)
 - Human resources, employment and professional conditions and practices
 - Organizational capabilities and innovation
 - Organizational climate, culture and identity
 - Venture cycles (e.g. startup vs mature; incumbent vs newcomers...)
- External context, such as:
 - Informal and formal institutions (e.g. legal and regulatory; dominating norms and ideals; political)
 - Technological, social and environmental jolts
 - Media systems and geographies
 - Sector and ecosystem dynamics
 - Consumer behavior and practices
 - Stakeholder groups and social movements
- Temporal aspects such as:
 - System-wide processes of stagnation and change
 - Organizational inertia and change in relation to technological and demographic trends

- Organizational dynamics that unfold in time affecting various outcomes
- Individual processes of decision making and organizational behavior

All these dimensions provide arrays of theoretical frameworks within which today's most pressing issues to media practitioners and policy makers can be addressed. Capturing contexts will also provide a great opportunity to improve the dialogue among the different scholarly perspectives interested in media.

Call for papers

Submissions for the emma conference are invited as **paper** proposals in the form of extended **abstracts** (350-750 words) followed by a full paper (6000 words maximum), if the abstract is accepted. The extended abstract should address the following evaluation criteria:

- Problematization, research purpose, anchoring in previous research, and relevance to the academic field of media management
- Research methodology
- Summary of (expected) results/findings
- Intended contributions 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.

Full papers will only be considered for the Best Paper Award (€300) if they are submitted before 26 April 2020.

[Submit your paper abstract here.](#) **Extended deadline: 6 February 2020 (Effective 12:00 PM UTC+1)**

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 than the research question(s) and methodology. Ideally, participants will use the posters to look for collaboration and partners. The posters will be exhibited in a prominent place at the conference venue throughout the conference. Those interested in presenting a poster, should submit an extended abstract (350–750 words) addressing the following:

- Relevance of research gap
- Goals of the ongoing or intended research project
- Research questions, working hypotheses, propositions
- Research methodology and description of the empirical data used

- Description of the project team and collaboration partners
- Intention: why you want to present your project at the emma conference
- Expected outcomes: what you want to gain from this presentation at the emma conference

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

[Submit your poster abstract here.](#) **Extended deadline: 6 February 2020 (Effective 12:00 PM UTC+1)**

Call for Panel Proposals

We encourage submissions of sub-theme **panel proposals** for the emma conference. Panel proposals are expected to include an outline of the proposed sub-theme and the area of interest (max 750 words), as well as a short description of the team of convenors, including their academic background and experience. Submissions should be linked to the overall Conference Theme but avoid repetition of it in their titles.

Convenor teams should be international in composition (convenor from at least two countries), reflecting the diversity of emma, and should include at least one highly reputed scholar and one convenor with experience in chairing emma parallel sessions. The maximum convenor team size is three scholars.

Convenor teams are encouraged to promote the submission of paper abstracts connected to their panel proposal. The number and quality of paper abstracts submitted in connection to a panel proposal will be assessed in the review process of panel proposals. If the panel proposal is accepted, the convenors will receive clear instructions about how to coordinate and run the panel.

[Submit your panel proposal here.](#) **Extended deadline: 6 February 2020 (Effective 12:00 PM UTC+1)**

Hosted by

Media, Management and Transformation Center (MMTC), Jönköping
International Business School, Jönköping University, Sweden

Venue

Jönköping International Business School, Jönköping, Sweden

Important dates

6 February 2020 – Extended deadline for abstract submissions (papers, posters and panels)

Mid-February 2020 - Notification of acceptance (papers and posters). Opening of conference registration. Opening of full paper submissions

26 April 2020 - Deadline for full paper submissions to be considered for the emma 2020 Best Paper Award

31 May 2020 - Closing of conference registration

4-6 June 2020 - emma 2020 Annual Conference “Contextualizing Media Management Research”

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](#) published on the emma website.

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More information and submissions <https://www.media-management.eu/conference-2020-sweden/>

Contact Joaquin Cestino, joaquin.cestino@ju.se