



ACADEMIC PROGRAM

WEDNESDAY JUNE 2ND HOTEL COSMOS 100

17:00-19:00

CONFERENCE REGISTRATION

19:00-19:30

WELCOME FUNCTION

19:30-20:30

KEYNOTE SPEAKER: Luis Fernando Samper. Colombia.

The case of the Colombian most successful branding. Café de Colombia - JUAN VALDEZ

20:30-21:30

OPENING DINNER

THURSDAY JUNE 3TH HOTEL COSMOS 100 PARALLEL SESSIONS

Room 1 - Session I ADVERTISING

Francisco J. Pérez - Latre. Universidad de Navarra. Spain. The interaction of the "old" and the "new" in advertising and media markets: a work in progress.

Dan Shaver and Mary Alice Shaver. Media Management and Transformation Center. Sweden. Online versus Traditional Media Advertising: An Analysis of Competitive Markets and Trends.

Emm Heretakis. University of Athens. Greece. The media, advertising and consumption as major vehicles of change-the case of Greece 1960-2000.

Ákos Szántó, Gábor Réthi and Noémi Gönczi. University of Miskolc, Hungary. Advertisement of beer

Ingo Knuth. University of Hamburg-Germany. Factors for the emergence of media agencies.

09:00-10:30

Room 2 - Session II TRADITIONAL TV Vs. ON LINE VIDEO

Jiyoung Cha. University of North Texas and Sylvia Chan-Olmsted. University of Florida. USA. Relative advantages and disadvantages of online video platforms and television in terms of content, technology, and cost-related attributes.

Jiyoung cha. University of North Texas and Sylvia Chan-Olmsted. University of Florida. USA. Online video platforms as a substitute for television: Examining discrepancies and commonalities in consumer motivations between old and new video platforms.

Mike Friedrichsen. Stuttgart Media University and Wolfgang Mühl - Benninghaus Humboldt. Universität Berlin. Germany. Wind of Change – The Young Audience and Public Broadcasting.

Juan Pablo Artero. Universidad de Navarra. Spain. Business Models in Online Video: You Tube vs. Hulu.

Imsook Ha, Steven S. Wildman and Johannes M. Bauer. Michigan State University. USA. The Economics of Internet Video Distribution.

10:30-11:00

COFFEE BREAK

Room 1 - Session III
AUDIENCES AND BRANDING STUDIES

Harsh Taneja. Northwestern University USA and Utsav Mamoria. Mudra Institute of Communications. India. Future of Audience Measurement: The Case for Single Source Data as Currency.

Charles Davis. School of radio and television arts and Florin Vadica. Ryerson University of Canada. Consumer value and modes of media reception: Audiences responses to the computer-animated psycho realist documentary Ryan and its own documentation in Alter Egos.

11:00-12:30

Amy Sindik. The University of Georgia. Marianne Barrett. Arizona State University, USA. Women's Magazines and Teenage Spin-offs: Does Perceived Fit Exist?

Heinz-Werner Nienstedt, Thomas Giesecking and Frank Huber. Johannes-Gutenberg-Universität. Germany. Profit optimal pricing based on preferences of readers and advertisers: the case of a financial consumer magazine.

Gregory Ferrell Lowe and Teemu Palokangas. University of Tampere. Finland. Heritage Brand Management in Public Service Broadcasting.

12:30-14:30

LUNCH AT MUSEO DEL CHICO. BUS TRANSPORTATION FROM THE HOTEL

Room 1 - Session V
ENTREPRENEURSHIP AND MANAGEMENT

Lucia Naldi and Robert G. Picard. Media Management and Transformation Centre Jönköping International Business School. Sweden. Let's start an on line news site: opportunities, resources, strategy and formational myopia in 3 startups.

George Tsourvakas, Chrysanthi Georgakarakou, Aristotle University of Thessaloniki. Kostas Agas, University of Thessaly and Emmanouil Chairetakis University of Athens. Greece. How green can be media companies according to media manager's point of view.

15:00-16:30

Stavros Georgiades. Frederick University. Cyprus. Managers' perceptions of how to operationalize abstract academic notions about employee involvement and contributions in a media organization.

Ghislain Deslandes. ESCP Europe. France. Organizational Identity and Media Management An Empirical Approach.

Lucy Küng and Robert G. Picard. Media Management and Transformation Centre. Sweden. Organizational Origins of The Media Industries' Troubled Response to New Technology.

16:30-17:00

Room 2 - Session IV
THEORY

Ulrike Rohn. University of Tartu. Estonia. The Vertical Barrier Chain: A new interdisciplinary framework for understanding international media strategies.

Linsen Su. Institute of Industrial Relations. China. Beyond the Principle of Relative Constancy: Patterns of Media Expenditures into the Era of Internet in U.S.

Kenton T. Wilkinson. Texas Tech University. USA. Tricks from the trades? Secondary sources in academic research on media industries

A.F. Mathew. Mudra Institute of Communication. India. The case of development communication: perspectives, issues and trends.

Qiling Qin and Ping Wei. Huazhong University of Science and Technology. China. Game Theory in the Media Economics.

Room- Session VI
PRINT AND ON LINE BUSINESS MODELS 2

Angela Powers, Sam Mwangi. Kansas State University. John Dimmick. Ohio State University. USA. Changes in multimedia news: a model for innovation.

J. Sonia Huang. National Chiao Tung University. Wei-Ching Wang. National Taiwan Normal University. China. The Application of the Long Tail Economy on the Online News Industry.

Thomas Mejtoft. Royal Institute of Technology (KTH). Magnus Viström. Packaging Mid. Sweden. Vertical integration and the commercial printing industry.

Nils Walravens and Pieter Ballon. IBBT-SMIT, Free University of Brussels. Belgium. The Changing Face of Online News: Business Model Analysis of Four Belgian Cases in the Digital News Industry.

Piet Bakker. University of Amsterdam. Netherlands. Print media shifts in Central and Eastern Europe; the development of a hybrid model.

COFFEE BREAK

PANEL

Meet the Editors - views in editorial mission and practice. **Moderator: Alan Albarran. University of North Texas.**

Participants:

Robert Picard, Jonkoping International Business School, Sweden - the editor of Journal of Media Business Studies.

Steven Wildman, Michigan State University, USA, former co-Editor of Journal of Media Economics.

Ben Compaine, Northeastern University, US, current editor of Journal of Media Economics.

Dan Shaver, Jönköping University, Sweden, co-editor of JMM – the International Journal on Media Management.

Bozena I. Mierzejewska, University of St. Gallen, Switzerland, co-editor of JMM – The International Journal on Media Management.

17:00-18:00

18:30-20:30

DINNER AT MUSEO DEL CHICO. BUS TRANSPORTATION FROM THE HOTEL

FRIDAY JUNE 4TH HOTEL COSMOS 100 PARALLEL SESSIONS

Room 1 - Session VII SOCIAL MEDIA/RESEARCH

Mart Ots and Benjamin Julien Hartmann. Media Management and Transformation Centre. Sweden.

All mashed up! Media value creation as socially networked production activities.

Mike Friedrichsen, Alexander Franke, Stuttgart Media University. Wolfgang Mühl – Benninghaus, Universität Berlin. Germany. Social Media in Business. New Forms of Media Marketing and Communication.

09:00-10:30

Mike Friedrichsen, Stuttgart Media University, and Wolfgang Mühl-Benninghaus Humboldt, Universität Berlin. Germany. The New Flow of Information. How Search Engines change the Information Foraging Behaviour of Web Users.

Alan B. Albarran, North Texas University, USA. Germán Arango, Universidad de La Sabana, Colombia. Eileen Hudson, Universidad de Montevideo, Uruguay. Maria Elena Gutiérrez, Universidad Panamericana de Guadalajara, México. Laura Vaillard, Universidad Católica, Argentina. Aldo Van Weezel, Universidad de Los Andes, Chile. Social Media and Young Latinos: Managerial and Economic Opportunities and Challenges.

Alejandro Pardo and Alfonso Sánchez-Tabernero. Universidad de Navarra. Spain. Effects of Market Concentration in Theatrical Distribution: The case of the Big Five Western European Countries.

Room 2 - Session VIII ON LINE NEWS

Hsiang Iris Chyi, The University of Texas at Austin. USA. From a Distance: A Zip Code Analysis of U.S. Online Newspaper Readers.

Oscar Westlund, University of Gothenburg. Sweden. New(s) Mobile Usage Trends.

Oscar Westlund and Mathias A. Färdigh. University of Gothenburg. Sweden. Press under pressure.

Sabine Baumann. Jade University Wilhelmshaven. Germany. Who ate my Cake? Changes in the Competitive Landscape and potential Strategies of the News Media.

Arne H. Krumsvik. Univeristy of Oslo. Norway. The Strategic Role of Online News.

10:30-11:00

COFFEE BREAK

**Room 1 - Session IX
CONTENT ANALYSIS**

Christian M. Wellbrock University of Hamburg, Germany. Measuring journalistic quality.

Charles Davis and James Nadler. Ryerson University, Canada. International Television Co - productions and the Cultural Discount.

11:00-12:15

Nadine Lindstädt, University of Southern Denmark. Germany's Public Service Broadcasters going online – resulting competition effects and the question of the justification for Public Service Media online.

Moonhaeng Lee. The University of Suwon. South Korea. Transfer of stories between different media genres: Remakes on dramas, films and musicals.

**Room 2 - Session X
NEWSPAPERS**

Paulo Faustino and Luisa Ribeiro. Porto University, Portugal. Media concentration in Portugal: the case of the newspapers market.

Martin A. Leroch and Christian M. Wellbrock. University of Hamburg, Germany. Optimal Choice of Quality of the Newspaper Monopolist.

Paul Murschetz, European University of Applied Science, Germany. Paulo Faustino, Porto University and Polytechnic Institute of Leiria. Portugal. Government Newspaper Subsidies in Europe: Are They Still Effective?

Mikko Grönlund, Turku School of Economics, and Tom Björkroth, Finnish Competition Authority. Finland. A watershed in Finnish newspaper publishing? – Current and future challenges of the industry.

12:15-13:30

LUNCH AT THE COSMOS HOTEL

**Room 1 - Session XI
MEDIA POLICIES/REGULATION**

Li Huailiang. Communication University of China. The Current Situation of China's Broadcasting Industry under complicated Economic Circumstances.

Robert Picard and Leon Barkho. Media Management and Transformation Center. Sweden. Dubai Media City: An Overview of Purposes, Policies, and Plans.

14:00-15:15

Andrea Marzulli, Fondazione Rosselli, and Flavia Barca, "La Sapienza" - Università degli Studi di Roma. Italy. Every Law Has a Loophole. The Italian Policy on Producer-Broadcaster Relationship.

Kostas H. Agas, University of Thessaly, Chrysanthi E. Georgakarakou, George Tsourvakas, Aristotle University of Thessaloniki, and Vivian Antonopoulou, University of Athens. Greece. Corporate Socially Responsible Practices for Internal and External Stakeholders: Differences between Print and Electronic Media.

15:15-15:45

COFFEE BREAK

**Room 2 - Session XII
TELECOMMUNICATIONS AND DIGITAL TELEVISION**

Aldo van Weezel and Cristóbal Benavides. Universidad de los Andes. Chile. Adoption of high definition television in Chile.

Nicola Matteucci, University of Marche, Italy. Elad Harison, Groningen University. Netherlands. Modeling the adoption of digital TV: economics and policy implications.

Krishna Jayakar. The Pennsylvania State University. USA. Small Mergers and Acquisitions in the U.S. Telecommunications Industry, 1996-2006.

Seonmi Lee, University South Korea. Sylvia M. Chan-Olmsted, University of Florida. Sangwon Lee, Jamestown College. USA. Impact of the Triple-Play Bundle on Market Entry in the High-Speed Fixed Broadband Market.

PANEL

Media under changing/challenging times. Trends on the fields of Media economics and management studies. Possible alliances for transnational research. **Moderator: Patricia Phalen. The George Washington University.**

15:45-16:45

Participants:

Robert Picard (Director Media Management and Transformation Center).

Alan Albarran (Director Center for Spanish Language Media, University of North Texas).

Sylvia Chan-Olmsted (University of Florida).

Aldo van Weezel and **Germán Arango** (Latin American Media Management Association).

17:00-20:00

Bogotá City Tour, offered by the Bogotá Convention and Visitors Bureau.

20:00-21:00

DINNER

MIRADOR CAMPANARIO SAN MARTIN AT LA CALERA.

SATURDAY JUNE 5th UNIVERSIDAD DE LA SABANA

8:45 AM.

BUSES DEPARTURE

**HOTEL COSMOS 100 BOGOTÁ TO LA SABANA UNIVERSITY – CHÍA
PARALLEL SESSIONS**

Room 1 - Session XIII LEADERSHIP AND CREATIVITY

George Tsourvakas, Yorgos Zotos, Paraskevi Dekoulou, Aristotle University of Thessaloniki, and Kwstantinos Agas, University of Thessaly. Greece. Socially responsible Content as a Leadership Strategy Component for Dominant Media Companies.

Mania Strube, University of Hamburg, Germany, Lena Plambeck and Dejin CHEN, Shanghai Jiao Tong University. China. Creativity in the Media Industry from a Western and Eastern Perspective.

Tobias Scholz. Goethe University Frankfurt. Germany. What can we learn from game leadership?

Min Hang. Tsinghua University, China. Opportunities, recognition, discovery and creation in the Media Industries.

Room 2 - Session XIV LAMMA . MERCADOS Y MEDIOS AUDIOVISUALES

Mercedes Medina, Universidad de Navarra, España, and Leticia Barrón, Universidad Panamericana, México. La telenovela en el mundo.

Mónica Herrero y Patricia Diego. Universidad de Navarra. España. Creación, desarrollo y explotación de los Contenidos Generados por el Usuario: de la red a la televisión.

Germán Arango y Manuel González, Universidad de La Sabana. Colombia. Consumos juveniles de televisión en Colombia: fragmentación generada por un consumo multicanal.

Ethel Pis Diez. Universidad Austral. Argentina. Posibles impactos de la nueva ley de servicios audiovisuales en el mapa de los medios en la Argentina. Elementos para el análisis de la configuración del mercado audiovisual.

María Elena Gutiérrez. Universidad Panamericana Guadalajara. México. Estrategias de negocio de las dos empresas audiovisuales más importantes de México frente al nuevo entorno de la industria: Televisa y TV Azteca.

11:00-11:30

COFFEE BREAK

Room 1 - Session XV
INTERNATIONAL/COUNTRY MEDIA ISSUES

Xuetao Jin and JinJin Liao, Communication University of China. A study on the Media Strategic Alliances in China in the era of industry convergence.

Germán Arango, María Fernanda Arango, Laura Llana and María Carolina Serrano. Universidad de La Sabana. Colombia. Colombian Media in the XXI Century: the reconquest of foreign investment.

11:30-13:00

Bogusław Nierenberg. Jagiellonian University. Poland. The econometrical measurement of the public radio mission in Poland.

María Elena Gutiérrez. Universidad Panamericana Guadalajara. México. The Mexican Media Industry: financial and strategies analysis.

Room 2 - Session XVI
LAMMA. INDUSTRIAS DE MEDIOS. PAÍSES

Aldo van Weezel, Cristóbal Benavides y María José Necochea, Universidad de los Andes. Chile. Estudio sobre la creatividad en los medios de comunicación chilenos.

Gunnar Zapata Zurita. Universidad Mayor de san Simón. Bolivia. La Gestión de los Medios de Comunicación en Bolivia: Del Manejo Artesanal a la Propuesta Constructiva.

Daniel López Jiménez, Iván Fernando Rodrigo Mendizábal, María Graciela Crespo Ponce, Bernarda Ortiz Ribadeneira, Irene Vásconez Dávalos, Carolina Mitau Caride, Johanna Castillo Guzmán y Nadia Dávila Zabala. Universidad de Los Hemisferios. Ecuador. Los medios en Ecuador: entre la incertidumbre la propiedad y la libertad.

Mauricio Vera. Universidad Externado. Colombia. Caracterización de las empresas informativas /industrias culturales en el eje cafetero, Colombia.

Juan David Parra Orozco. Universidad Central. Colombia. La Gestión de los Contenidos Locales en el Contexto Global.

13:00-14:30

LUNCH AT LA SABANA UNIVERSITY

15:00-16:15

FIRST INTERNATIONAL SOCCER MATCH: EMMA VS. LAMMA

16:30-19:00

VISIT TO THE SALT CATHEDRAL OF ZIPAQUIRÁ

19:00-22:00

CLOSING DINNER. LA BAGATELLE DEL CAMPO RESTAURANT-CHÍA

SUNDAY JUNE 6th
SOCIAL PROGRAM. VISIT TO VILLA DE LEYVA (BOYACÁ).

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