



WORLD MEDIA ECONOMICS & MANAGEMENT CONFERENCE

23-27 May, 2012 > Thessaloniki, Greece

PROGRAMME				
Time	Wednesday 23rd	Thursday 24th	Friday 25th	Saturday 26th
09:00-10:30		POLICY AND REGULATORY CHALLENGES Chair: Nikos Leandros, Panteion University	IMPACT OF SOCIAL MEDIA Chair: Andreas Veglis, Aristotle University of Thessaloniki	ONLINE NEWS AND ORGANIZATIONAL PRACTICES 2 Chair: Mierzejewska Bozena, Jönköping International Business School
		59. <i>Will the WIPO Broadcast Rights Treaty Really Create Value for Broadcasters?</i> Benjamin J. Bates, Maria Fontenot University of Tennessee	96. <i>YouTube as an Evolving Multi-Sided Platform</i> Sonya Yan Song, Steven Wildman Michigan State University	57. <i>On the shaping of new digital media: a tale on intra-organizational interplay in old news media</i> Oscar Westlund University of Gothenburg, Arne Krumsvik University of Oslo
		85. <i>Capitalizing Nation's Copyright Assets – Methodology Development and Case Study in Finland</i> Antti Paasio, Petteri Sinervo, Timo Toivonen University of Turku	48. <i>Transformation of Business Practices in News Organizations of Emerging Democracies: A Case Study of Egyptian Newspapers</i> Angela Powers Kansas State University	93. <i>Newsroom integration – Deconstructing the prevailing logic</i> Piet Bakker Technical University Utrecht, Lucy Kung University of Jönköping
		101. <i>Greek and Eastern European media markets within the international communication system: A methodology of comparative studies for the proposition and evaluation of strategic choices in communication policy</i> Christos Barboutis University of Athens	27. <i>Explaining the role and impact of the social media in the Arab Spring</i> Christos A. Frangonikolopoulos Aristotle University of Thessaloniki	14. <i>Croatia: what will convergent newsroom bring to journalism</i> Perisin Tena, Skaliac Narancic Gordana Croatia
		67. <i>IPR Litigation in the Smartphone Market</i> Fragiskos Archontakis International Hellenic University	88. <i>Blogs and Social Media: the new Word of Mouth and its impact on the Reputation of Banks</i> Eleftheria (Roila) Christakou, George Michael Klimis Panteion University	49. <i>The impact of digital convergence and mobile devices on traditional media companies. The case of Mediaset and Antena 3</i> Mercedes Medina Navarra University, Benedetta Prario University of Lugano
			121. <i>Occupy Social Media - How social networks adapt to the ascension of civil movements online and to the integration in international relations</i> Luminita Soproni, Mirela Marcu Oradea University	69. <i>Newspaper Business Model and Journalistic Narrative</i> Nikos Bakounakis, Nikos Leandros Panteion University
		DEVELOPMENT OF NEW BUSINESS MODELS 1 Chair: Angela Powers, Kansas State University	DEVELOPMENT OF NEW BUSINESS MODELS 2 Chair: Zvezdan Vukanovic, University of Donja Gorica	AUDIENCES AND CONSUMERS II: USER STUDIES 2 Chair: Li-Chuan Evelyn Mai, Beijing Normal University-Hong Kong Baptist University United International College
		117. <i>How media companies should create multiple values: New Business Models and Dynamic Capabilities</i> Hans van Kranenburg, Gerrit Willem Ziggers Radboud University Nijmegen	15. <i>The interrelation between business model components – case studies in public broadcasting and theatre production</i> Frank Peters, Hans de Nie, Emmy van Kleef, Roxanne Sniijders, John van den Elst NHTV University of Applied Sciences	13. <i>Will the Internet Disrupt? A Reality Check on Format Preference for Traditional and Digital Content across Five Media</i> Hsiang Iris Chyi, Angela M. Lee The University of Texas at Austin
		87. <i>Business Model Innovation: The Danish Newspaper Industry's Response to the Decline in Traditional Markets</i> Anna Holm, John Parm Ulhøi, Anastasia Ulivanova	53. <i>A Second Wave of Disruption: Pitfalls and Potential of Mobile Business Model Innovation for Newspapers</i> Geoffrey Graybeal University of Georgia	04. <i>Mobile Communication Competence and Mobile Communication usage: Based on College Students' Analysis</i> Fan-Bin Zeng Jinan University
		55. <i>Managing User-Centric Business Models in Social Media Value Networks</i> Zvezdan Vukanovic University of Donja Gorica	28. <i>Growth Perspectives and New Business Model of Bulgarian Daily Newspapers</i> Biser V. Zlatanov Sofia University	06. <i>Relationship between Internet usage and Social Capital: With analyzing the Role of Computer-mediated Communication Competence</i> Fan-Bin Zeng Jinan University

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09:00-10:30		MARKETS, COMPETITION AND CONCENTRATION 1 Chair: Emmanouil Heretakis , National and Kapodistrian University of Athens	ISSUES IN TELEVISION AND PROGRAM MANAGEMENT 1 Chair: Bjørn von Rimscha , University of Zurich	BRANDS AND BRANDING MEDIA Chair: Yorgos Zotos , Cyprus University of Technology
				Keynote lecture: Priorities of the Cyprus Presidency of the Council of the EU in the fields of Education, Youth, Culture and Sport Prof. George Dimosthenous Minister of Education & Culture of the Republic of Cyprus
		31. <i>Dynamics of Ownership Concentration in Multi-Lingual Newspaper Market ; Case Study From India</i> Zehra Sayed Jönköping University	26. <i>Program Choice Revisited</i> Christoph Fritsch, Jan Lucas University of Cologne	<i>Profiling TV brands: Managing TV brand personality along self concepts</i> Kati Förster, Mag. (FH) Ulrike Zeilinger University of Vienna
		05. <i>Challenges to the media regulations and ownerships: the continuity of Gramsci's hegemony chapter in the third world country</i> Mohd Amirul Akhbar Mohd Zulkifli, Norsham Firdaus Universiti Teknologi MARA	19. <i>Building and Managing Audience Flows</i> Gillian Doyle University of Glasgow	76. <i>Evaluative Responses to Ad – Brand Incongruity: The Moderating Effect of Processing Opportunity</i> Georgios Halkias, Flora Kokkinaki Athens University of Economics & Business
		115. <i>Business Models, Management and Concentration in Book Publishing Industry: the Portuguese Case</i> Paulo Faustino CIMJ/Nova University of Lisbon and MMTC/Jonkonping University	23. <i>Public service broadcasting in the United States: from the great society to the tea party</i> Thimios Zaharopoulos, Frank Chorba Park University	58. <i>Branded Narrative, Brand Development and Transmedia Production - The Geofreakz experiment</i> Charles Falzon Ryerson University
		99. <i>The growth of leading regional newspapers-evidence on circulation spirals and scope for competition</i> Mikko Grönlund University of Turku, Tom Björkroth Finnish Competition Authority	114. <i>The Dynamics of a Dispute: Televisa vs. Univision Communications, 2005-2010</i> Kenton Wilkinson Texas Tech University, Alex Saragoza University of California at Berkeley	30. <i>Sentio, ergo video? The influence of emotions on TV brand functions</i> Kati Forster University of Vienna
10:30-11:00		125. <i>E-books strategy: the Greek publishing industry perspective</i> Stella Kostopoulou, Vasiliki Xanthopoulou - Tsitsoni Aristotle University Thessaloniki	37. <i>New Broadcasting Ways In IPTV - The Case of the Starcraft Broadcasting Scene</i> Tobias Scholz University of Siegen	03. <i>Impact of marketing communication and price deals on brand equity dimenstions</i> Chaudhry Naveed Iqbal, Butter Zesshan Akbar University of Bedfordshire
		Coffee Break	Coffee Break	Coffee Break
11:00-12:30		INFLUENCES OF THE ECONOMY Chair: Eugenia Siaperi , Aristotle University of Thessaloniki	AUDIOVISUAL 2 Chair: Petros Iosifidis , City University	MARKETING Chair: Alerto Huan , Navarra University
		61. <i>Media Coverage and Perceived Job Insecurity across Socio-Demographic Groups</i> Marcel Garz University of Hamburg	104. <i>Common policies on sponsorship in Turkish cinema</i> Ozkan Isik, Diker Can, Borazanci Tugba, Erdemir Ayse Simin, Tamusta Bora Yeditepe Üniversitesi	60. <i>Postmodern Marketing: The Era of Post-marketing</i> Evaggelia Outra Aristotle University of Thessaloniki, Yorgos Zotos Cyprus University of Technology, Emmanuella Plakoyiannaki Aristotle University of Thessaloniki
		<i>French newspaper crisis : between web attractiveness and change aversion</i> Dominique Augey Aix Marseille University	123. <i>The distinctive non-tradable resources of leading television opertators - the case of Portugal, Brazil, UK and US</i> Luísa Ribeiro University of Porto	84. <i>Pre-Release Communication as Early Success Indicator in the Motion Picture Market</i> Felix Sattelberger Friedrich-Schiller-Universität Jena
			32. <i>Changing patterns of foreign movie imports and consumption in Australia</i> Sora Park University of Canberra	83. <i>Is website interactivity beneficial for low involvement products</i> Polyxeni (Jenny) Palla Macedonia University, Rodoula Tsiotsiou Macedonia University, Yorgos Zotos Cyprus University of Technology

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11:00-12:30			65. <i>Explanatory factors of preferences for nationally-produced versus foreign-made fiction series</i> Patricia Diego, Cristina Etayo University of Navarra	21. <i>Enhancing Entrepreneurial Marketing as a New Challenges of Marketing</i> Klodiana Gorica University of Tirana
			29. <i>Greek cinema. A Sociological and Economical Approach</i> Anastasia Doukeri, Thomas Giagkoglou, Markos Holevas, Giorgos Tsakmakis, Anastasia Tsiolcha Aristotle University of Thessaloniki	11. <i>Review of Economics and Management at the Media Marketing</i> Maliha Khajavi Iran
		INNOVATION AND KNOWLEDGE MANAGEMENT Chair: Eugenia Petridou, Aristotle University of Thessaloniki	DEVELOPMENT AND ISSUES IN ADVERTISING 2 Chair: Ghislain Deslandes, ESCP Europe	MOVING BEYOND MEDIA BOUNDARIES Chair: Gregory Paschalidis, Aristotle University Thessaloniki
		98. <i>Media innovation: three Strategic Approaches to Business Transformation</i> Richard Gershon Western Michigan University	81. <i>The effect of race in fashion advertising on consumers' attitude: Does the skin colour of the fashion model matter in a print advertisement?</i> Anastasios Hanna, Polyxeni (Jenny) Palla, Natasa Konstantopoulou Business College of Athens	75. <i>WebTV Goes Print. Does Online Video Ensure Organizational Success in Regional News Publishing? A Fit-Viability Model Test</i> Paul Murschetz University of Westminster
		90. <i>The dynamic innovation learning model: a conceptualization of media innovation</i> Robert Picard, Oscar Westlund University of Oxford	56. <i>Happy 100th... an analysis of a century's worth of advertising content in Le Devoir</i> Normand Turgeon HEC Montréal	105. <i>Radio as a participatory medium: the case of radiobubble.gr</i> Angeliki Gazi, Angeliki Boubouka Cyprus University of Technology
		39. <i>The Impact of Formalization on Learning Organization's Operation: A survey in Greek media industry</i> Paraskevi Dekoulou, Naoum Mylonas, Prodromos Monastiridis, Eugenia Petridou Aristotle University of Thessaloniki	80. <i>Do Models in Ads Affect Women's Self-Esteem?</i> Athina Zotou Athens University of Economics, Polyxeni (Jenny) Palla University of Macedonia	119. <i>How to learn from advanced markets when introducing new digital technologies: an analysis of the limits of transferring features of successful mobile news apps from the US to the German market</i> Bettina Lis, Lennart Libercka, Heinz-Werner Nienstedt Johannes Gutenberg University
		<i>Knowledge management and its role in the knowledge industry</i> Mohammed Dawabsheh Arab American University	07. <i>Transformation of Advertising in Russian Media under the Technological Factors Influence</i> Marianna Blinova Moscow State University	68. <i>The Role of the Media in Contemporary Democracy: A Heuristic Approach</i> Skouras Thanos Athens University of Economics & Business
		50. <i>Audience knowledge Management in Media Organizations</i> Samaneh Azarpour University of Tehran		71. <i>Transfer of stories between different media genres: Remakes on dramas, films and musicals</i> Moonhaeng Lee The University of Suwon
		AUDIOVISUAL 1 Chair: Steve Wildman, Michigan State university	AUDIENCES AND CONSUMERS II: USER STUDIES Chair: Hans Van Kranenburg, Radboud University Nijmegen	126. Panel 1: Convergence and Business Models: Innovations in Daily Newspaper Economy. Cases of Russia, Finland, Germany and Austria Chair: Gregory Lowe, University of Tampere Panelists: Hannu Nieminen University of Helsinki, Katja Koikkalainen University of Helsinki, Kari Karppinen University of Helsinki, Elena Vartanova, Mikhail Makeenko, Andrei Vyrkovsky Moscow State University, Mike Friedrichsen, Wolfgang Mühl-Benninghaus Humboldt University, Jan Krone, Johanna Grueblbauer Institut für Medienwirtschaft, St. Pölten
		108. <i>Audiovisual content for the new media environment and economic aspects</i> Charalampos Dimoulas, George Tsourvakas, George Kalliris, Nikos Papakis, Aristotle University of Thessaloniki		

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		100. <i>New strategies in Finnish Independent Television Production</i> Mats Nylund, Peter Mildén Arcada University of Applied Sciences	20. <i>Young audiovisual consumption on developing media markets: a case study about Colombia: In with the new, but not out with the old</i> Germán Arango Forero, María Fernanda Arango Kure La Sabana University	
		110. <i>Distributing Audiovisual Content in the New Digital Scenario: Multiplatform Strategies of the Spanish TV Industry</i> Alejandro Pardo, Enrique Guerrero, Patricia Diego University of Navarra	51. <i>Evaluating Online Audiences: Identifying Predictors of Audience's Use of Interactive Features on Internet Video Websites</i> Yan Yang High Point University	
			94. <i>Cross-media News Consumption: The role of Print, Online and Mobile among Generations</i> Oscar Westlund, Mathias Fardigh University of Gothenburg	
12:30-14:00		Lunch	Lunch	Lunch
14:00-15:30		FINANCE AND TRADE IN MEDIA PRODUCTS Chair: Robert Picard , University of Oxford	POLICY AND REGULATORY CHALLENGES 2 Chair: Marco Gambaro , Università Deglistudi di Milano	127. Panel 2: Reflecting on national digital strategies: A cross country, cross platform comparison of convergent media policies Chair: Sora Park , University of Canberra
		16. <i>Financial performance of publicity traded newspaper publishing companies</i> Yatin Bhagwat, Marinus DeBruine Seidman College of Business	102. <i>Media Markets and Communication Policy: A theory of interdisciplinarity, pluralism and the public interest</i> Barboutis Christos University of Athens	Panelists: Convergence and regulatory challenges in Australia
		41. <i>Dimensions of Value Creation in the News Industry: Inserting Social Value to the Debate</i> Corinna Wenzel, Sergio Sparviero, Josef Trappel University of Salzburg	113. <i>Nonmarket Responses of Incumbents to Decisions of European Regulator in the European telecommunication Industry</i> Hans van Kranenburg, Tristan Ross Radboud University Nijmegen	I Franco Papandrea University of Canberra, <i>Law and policy research of digital convergence: Communications platforms and content-related Issues</i> Yu-li Liu National Chengchi University, <i>Facility-based competition and its effectiveness in local broadband markets</i>
		47. <i>Who is pulling the Strings behind the Scenes? Analysing Media Finance Networks with innovative graph-based Methods</i> Sabine Baumann Jade University, Oliver Eulenstein Iowa State University	116. <i>Media Policies and Subsidies Impacts: The Case of Regional and Local Media in Portugal</i> Paulo Faustino CIMJ/Nova University of Lisbon and MMTC/Jonkonping University, Arons de Carvalho Porto University Polytechnic Institute of Leiria	Minoru Sugaya Keio University, <i>Beyond connectivity to connectedness: Reflection of broadband policies in South Korea</i>
		91. <i>International Entertainment Incentives: Strategic Choices in a Global Market</i> Glenda Cantrell Williams, Daniel Wheatcroft The University of Alabama	01. <i>Google-China Conflict: The Paradox of Surveillance and Transparency under Global Capitalism</i> Shaojung Sharon Wang National Sun Yat-sen University, Junhao Hong University at Buffalo	Sora Park University of Canberra, Gwang Jae Kim Hanyang Cyber University, <i>Examining China's triple-network convergence plan: Regulatory challenges and policy recommendations</i>
				Chun Liu Southwest Jiaotong University, <i>Asymmetric regulation in media Industries: A case study of digital multimedia broadcasting in South Korea</i>
				Seunghye Sohn Sejong University

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15:30-16:00		Coffee Break	Coffee Break	Coffee Break

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16:00-18:00		AUDIENCES AND CONSUMERS I: CONSUMPTION OF MEDIA AND TECHNOLOGY Chair: Paulo Faustino, CIMJ/Nova University of Lisbon and MMTC/Jonkonping University	QUALITY AND ETHICS Chair: Gillian Doyle, University of Glasgow	128. Panel 3: Trends in the World of Media and Communication: A Political Economy Approach Chair: Sophia Kaitatzi - Whitlock, Aristotle University of Thessaloniki Panelists: <i>Problems of Public Broadcasting Services in view of digital media development in Europe</i> Giuseppe Richeri University of Lugano, <i>The Cost of Civil Discourse</i> Andrew Calabrese University of Colorado at Boulder, <i>New Challenges for Hollywood</i> Janet Wasko University of Oregon, <i>Grim Realities and the 'Eye of the Media Beholder': The Political Economy of Reporting Crises</i> Sophia Kaitatzi-Whitlock Aristotle University of Thessaloniki, <i>From military-industrial to media-industrial: Murdoch versus Berlusconi as new models of appropriating power in the 21st century</i> Steven Barnett University of Westminster, Benedetta Brevini Brunel University
		25. <i>Factors Affecting Consumers' Adoption of Twitter</i> Hyunsang Son, Sylvia Chan-Olmsted University of Florida	46. <i>Effects of Pragmatic and Moral Concerns of Perceived TV Quality</i> Juan Artero, Cristina Etayo, Alfonso Sanchez- Tabernero Navarra University	
		38. <i>Analysis of the diffusion of information and communication technologies among rural Nigerian women</i> Angela Nkiru Nwammuo Anambra State University	112. <i>Fast Food or Broccoli: the Possibility of an Ethical Newsroom Management under Time and Money Pressures</i> Ghislain Deslandes ESCP Europe, Mollie Painter-Morland De Paul University	
		40. <i>The Consumption of Television Programming in a Social Media Context: Development and Validation of the Social Engagement Scale</i> Miao Guo, Sylvia Chan-Olmsted University of Florida	118. <i>Media coverage of Quality assurance policy in Greece</i> Antigoni Papadimitriou Aristotle University of Thessaloniki	
		34. <i>A qualitative study of sustainable mobile news services in South Africa</i> Elvira van Noort, Johanna Mavhungu Hogeschool van Utrecht	24. <i>Beyond traditional media market analysis - Applying fsQCA to the relationship of competition and organizational quality commitment</i> Loris Russi, Isabelle Krebs, Gabriele Siegert University of Zurich	
			08. <i>Global and local economic information in TV programming during economic recovery</i> Amir Hetsroni Ariel University Center	
			62. <i>Economic Expectations, Optimistic Bias and Television Viewing During Economic Recession: A Cultivation Study</i> Amir Hetsroni, Zachary Sheaffer Ariel University Centre, Uri Ben Zion Western Galilee College, Amos Rosenbaum Ben Gurion University	
		PRICE, PRICING AND DEMAND Chair: Alfonso Sancez Tabernero, Navarra University	AUDIENCES AND CONSUMERS III: THEORETICAL PERSPECTIVES Chair: Aldo van Weezel, Universidad de los Andes	
		64. <i>May the Best Paywall Win: An Examination of Online Newspaper Paywall Models</i> Michael Nevradakis University of Texas at Austin	82. <i>An explanatory theory of Internet Dependency Relations for predicting online consumers' behaviour in online activities</i> Evgenia Matsangou, Anastasia Konstantopoulou, Polyxeni (Jenny) Palla Business College of Athens	
		111. <i>The "Nobody Knows" Property: Understanding the Uncertainties of Cultural Consumption</i> Alexandros Baltzis, Maria Manolika, Antonis Gardikiotis Aristotle University of Thessaloniki	120. <i>Towards the end of euphoria. Latest developments in the Greek (old and new) media scene, from 2000 to 2010</i> Emmanuel Heretakis University of Athens	
		45. <i>Sales and Volatility: Explaining Short-Term Demand for News Magazines</i> Marcel Garz, Armin Rott University of Hamburg		
		122. <i>The Funding of Public Service Media: A Matter of Value and Values</i> Gregory Ferrell Lowe University of Tampere, Christian Edelvold Berg Copenhagen Business School		
		02. <i>Willingness to pay for premium digital television: an Empirical Analysis</i> Fan-Bin Zeng Jinan University		

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	16:30: "Kaleidoscope" city tour			
17:30--19:00	Registrations			18:30 City Walks
19:00-20:00	Welcome Speeches			
20:00	Opening Ceremony	20:00: Dinner at a local tavern	20:00 Gala Dinner	21:00 Party
19:00-20:00	visit @ local antique shop ANTIKERASMOS including a "small museum for childrens' memories", such as books, dools, toys and many moer, dating from 1806 to 1970			
	(53, Venizelou str. T. +30 2310 555 758)			

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