

*European Journal of Communication*. The members of the Polish Communication Association elected the following members to join the PCA Executive: Małgorzata Adamik-Szysiak (Maria Curie-Skłodowska University in Lublin), Michał Drożdż (The Pontifical University of John Paul II in Kraków), Agnieszka Hess (Jagiellonian University), Katarzyna Kopecka-Piech (University of Wrocław), Małgorzata Łosiewicz (University of Gdańsk), Marek Mazur (University of Silesia in Katowice). Members of the Review Committee were also elected.

## **SOCIAL EVENTS**

During the conference participants had a chance to visit to the Laboratory of Media Studies and take part in a guided tour of the Old Town of Warsaw. International researchers were invited to visit the POLIN Museum of the History of Polish Jews. Selected plenary sessions and round tables were illustrated by live graphic recorders: Magdalena Arażny and Dorota Kostkowska from the creative duo #THEINKERS.

Text: Dagmara Sidyk, Marlena Szyber

Photo by: Anna Zapolska-Downar, Paweł Brzeziński, the Faculty of Journalism, Information and Book Studies, University of Warsaw

# **Conference of the European Media Management Association (emma)**

## **“Media Management and Actionable Knowledge: The Relationship between Theory and Practice”**

### **Limassol, Cyprus, June 5–7, 2019**

On June 5–7, 2019 Limassol, Cyprus hosted the annual conference of the European media Management Association (emma). The conference, entitled “Media Management and Actionable Knowledge: The Relationship between Theory and Practice” was organized by emma and the Cyprus University of Technology in collaboration with the Press and Information Office of the Republic of Cyprus. Over 30 panel sessions and two plenary sessions were organized. The focus on delivered presentation was on digital transformation, Big Data, consumer trends, copyright issues, brand management and competition of online platforms. Participants from various international research centre addressed the question of how media management research can affect the practice of media management and the decision-making processes.

The pre-conference event was led by Greg Ferrell Lowe (Northwestern University in Qatar). During the meeting Sylvia Chan-Olmsted (University of Florida), Harald Rau (Ostfalia University) and Leona Achtenhagen (Jönköping University) gave practical tips on how to publish and create a research network in the early stages of an academic career. The opening of the main conference consisted of welcoming speeches given by Stavros Georgiades and Sophie Michaelides (both from the Cyprus University of Technology) and Ulrike Rohn — President of the European Media Management Association. The keynote speech on social approaches to the workplace was delivered by Inga Hoever (Erasmus University Rotterdam). In addition to this, the strategic application of artificial intelligence in the media industry was presented by Sylvia Chan-Olmsted (University of Florida); Vanessa Rache, Christopher Buschow and Daniel M. Schlutz (Bauhaus-Universität Weimar) made a speech about competition of the streaming platforms online.

One of the first parallel sessions was dedicated to strategic media management. In this part of the conference representatives of the University of Warsaw — Dagmara Sidyk and Marlena Szyber — presented their paper on changes of regulations related to product placement at the European and national levels. In the second round of panels, participants discussed, among others, the production and distribution of media content and emerging theories in media economics. An interesting case study delivered by M. Björn von Rimscha, Johanna E. Möller and Robin Riemann (Johannes Gutenberg University) presented findings on recursive effects of transnational media expansion. The first day of the conference ended with panels dedicated to media management research and consumption. During one of the panels Anna Jupowicz-Ginalska (University of Warsaw) presented the results from the study on the phenomenon of fear of missing out in Poland. The first day of the emma conference ended with social activities, such as playing beach volleyball and football, as well as a conference dinner held at a restaurant located near the beach belonging to the local rowing club, NOA.

The second day of the conference began with the fourth block of parallel sessions. Conference participants spoke about media policy, media regulation, and strategies in media management. Entrepreneurial cultures in creative industries were the subject of a presentation by Michał Głowacki (University of Warsaw), who presented empirical evidence of models and practices found in 10 high technology clusters. Several presentations on marketing and media consumption followed. As part of this session, Castulus Kolo, Florian Haumer and Alexander Roth (Macromedia University of Applied Sciences) discussed models of motivation of social media influencers, while Stefanie A. Hangartner (University of Zurich) compared the perceptions of the legitimacy of media organizations in Germany and the United Kingdom. Polish academics, Anna Jupowicz-Ginalska and Michał Głowacki (University of Warsaw) presented an empirical study on marketing communication in a polarized society. The situation of journalists employed by Telewizja Polska was the subject of a speech by Agnieszka Węglińska (University of Lower Silesia). Other panels cov-

ered topics on information and communication technologies, media innovation as well as challenges for emerging media markets. For instance, Amanda Piepponen and Päivi Maijanen (Lappeenranta University of Technology) presented research on the value of locality in a globalised media environment. In addition to parallel sessions, two scientific projects were presented as a part of the poster session; Ana Pinto-Martinho and Miguel Crespo (Instituto Universitário de Lisboa) presented the management model of the fact-checking organization and Christos-Antonios Gizelis (OTE S.A.) delivered a poster about digital transformation in the telecom industries.



Photo: Participants of the European Media Management Association conference in Cyprus

The gala dinner that took place at the Mikri Salamina Sculpture Park, located in the Art Nest; a creative centre organized by local artist Philippos Yiapanis in the town of Fasoula, near Limassol. During the open-air party, the winners of the emma awards 2019 were announced. The European Media Management Association Award for exceptional contributions to media management was given to Gabriele M. Siegert (University of Zurich). The Best Paper was awarded to Sylvia Chan Olmsted (University of Florida). It was announced that the 2020 conference of the European Media Management Association will be organized by the Media, Management and Transformation Centre (MMTC), the research centre of Jönköping University in Sweden.

Text: Dagmara Sidyk, Marlena Szyber

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