


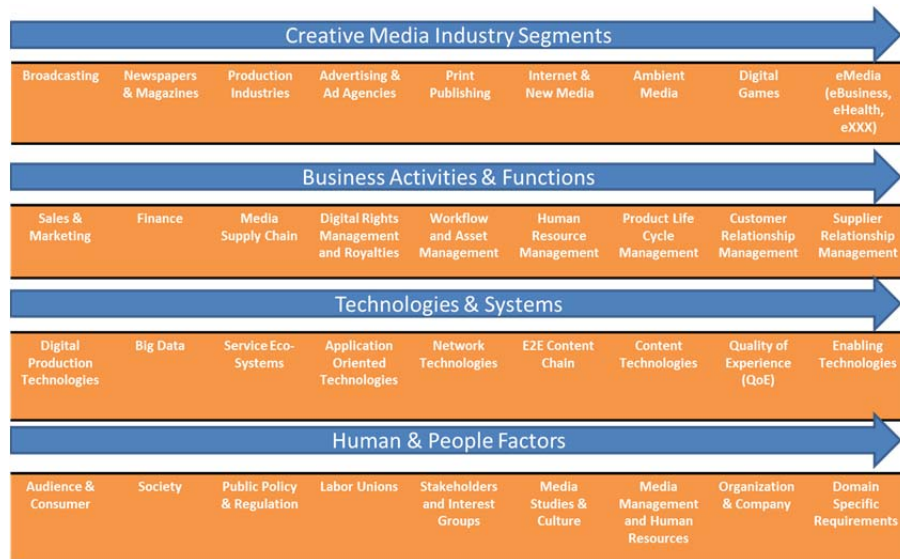


Number	T – 08		
Name	Digital Media at the intersection between Information Technology and Media Management		
Co-Chairs			
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	http://www2.unine.ch/ajm/professeur%20s-collaborateurs/cinzia.dalzotto_3#cid330593	http://www.wim.bwl.uni-muenchen.de/personen/professoren/hess/index.html	http://oasisapps.curtin.edu.au/staff/profile/view/Artur.Lugmayr
Descriptor	<p>Newly emerged forms of information content production and, more in general, of knowledge gathering, dissemination and consumption have been challenging traditional media business models during the past decade. These new forms are driven by creativity, interactive rather than passive consumption of media, erosion of industrial control over the means of production and the development of highly accessible new communication technologies. The implications of these emerging practices have enormous potential for constructive growth and increased competitiveness within our economic system. These advantages are mirrored by social benefits. Access to mass communication and news media potentially allows an open exchange of knowledge, the sharing of wealth creation, and therefore curtails social and economic injustices.</p> <p>There are technical, social, economic, and institutional drivers behind this evolution. Technical drivers include increased broadband availability, which allows new ways to publish and distribute content. A demographic shift towards age groups with substantial ICT skills, and the willingness of people to engage online as well as to reveal personal information belong to the social drivers. The economic drivers include lower costs of peripherals and Internet connections, increased venture capital and other investments opportunities leading to the creation of new media firms and the development of new media business models.</p> <p>In particular, the evolution of technology has transformed media into a social, multidimensional, multiplatform but also very individualized phenomenon and experience. Digital media are therefore an interesting and worthwhile research object for both media and information technology scholars, and both from a production as well as a consumption point of view. Besides strategic management, innovation and technology management theories as well as concepts from disciplines such as sociology and psychology can be applied in order to better understand the inevitable and fundamental impact of information technology on the development of new digital media business models, and on digital media users' and consumers' behaviour. This track aims therefore at merging digital media management as well as information technology researchers to stimulate discussion around the current status as well as the future development of media from a technological, managerial, business as well as social point of view.</p> <p>Our understanding of media includes both traditional and new media industry sectors, such as television, publishing, radio, ubiquitous/ambient media, advertising, social media, motion pictures, 2D/3D graphics, online video, semantic media, web-media, digital games, and the wider context of digital media. The track seeks thus to analyse all elements belonging to the value chain of media content products and services – production, marketing and sales, distribution as well as consumption – from a technology development and adoption, information management, human computer interaction and organizational perspective. The figure below summarizes the focus areas</p>		

at the intersection between media management and information technology that this track is addressing:



The proposed track will focus on (but is not limited to) topics such as

- The role of information technology for the future development of the media industry
- The impact of information systems on the economics of the media business
- Network and Lock-in effects on media industry structure and competition
- Information systems and media convergence issues
- The role of technology acceptance factors for the adoption and diffusion of technology driven media products
- The role of content and information systems for the creation of new media business models
- The interplay between technology and content, and their impact on media consumer choices
- The role of human resource management and leadership in the integration and fine tuning of information technology and media content production and distribution processes
- Information technology and the emergence of new media professions
- The link between information technology and the development of data journalism
- The impact of information technology on journalistic work and processes
- Information technology, audience measurement and audience participation
- Information technology and social media management

Track Associate Editors

[List of Track Associate Editors](#)