EMMA ANNUAL CONFERENCE | Parallel sessions |Draft: 12 May 2023

*Authors in gray are provisional

Media Management Strategies for Building Credibility and Trust

Session	Day	Hour	Room	Title	Authors*
1	Thursday 8	14.30	11	How do media organisations learn? A triangulation study	Miriam Bernhard, Britta M. Gossel, Andreas Will
				Understanding motives causing media bias in German regional newspapers: How media managers exert influence and are influenced at the same time	M. Bjørn von Rimscha, Sven U. Michelberger, Jay Günther, Larissa Wolff
				The truth is out there? Perspectives on the Relationship between Denialism and Media Organizations	Alexander Godulla, Cornelia Wolf, Ralf Hohlfeld, Daniel Seibert, Rosanna Planer, Tim Klute
				Learning media organisations: A systematic contextualisation within the general management landscape	Miriam Bernhard, Andreas Will
				Managing Volunteers in Citizen Broadcasting – a Blind Spot in Media Management	Harald Rau, Naomi Nowak

Sustainability and diversity at the media markets

Session	Day	Hour	Room	Title	Authors
2	Thursday 8	14.30	12	Market structure and sustainability practices in media companies	Cristina Etayo, Alberto Bayo-Moriones
				Which one to trust? The new role of social media influencers – An analysis of the GameStop phenomenon	Nele Hansen, Udo Bomnüter
				Diversity communication in media companies – Femvertising or already Femwashing?	M. Bjørn von Rimscha, Carolin Oertle, Jasmina Roth, Johanna Schuster, Clara Troß, Lina S.I. Dornheim, Lara M. Sterner
				Diversity management' as a panacea for the epistemological (trust) crisis in journalism: The theory of managing newsroom diversity as polyphony.	Greta Gober, Anna Jupowicz Ginalska
				Media without Companies: Trust, Signals, Network Effects and Competition on Freelance Media Production Platforms	Jürgen Rösch

Media trust accross different markets

Session	Day	Hour	Room	Title	Authors
3	Thursday 8	14.30	13	Regulating the behavior of public service broadcasters: a cross-country comparative analysis of News Ombudspersons as agents of trust	Adriana Mutu
				Chatbots between Hype and Productivity – Results of a Longitudinal Analysis in German Companies	Stephan Böehm
				Platform dependency of news media across different media systems: A comparative study of the UK and Greece	Nicholas Nicoli, Theodora Maniou
				Silver consumers on VOD platforms - how the ageing of societies affects the video-on-demand market	Martyna Dudziak-Kisio, Ksenia Wróblewska

Defining Media Trust and its Role in Public Relations

Session	Day	Hour	Room	Title	Authors
4	Thursday 8	14.30	14	Advertising in journalistic podcasts: a factorial survey on how ad features and media context influence listeners' attitudes and behaviour	Dorien Luyckx, Thomas Spejlborg Sejersen, Aske Kammer
				Design and media students' experience with arts culture and media	Merlijn Torensma, Barend van Heusden, Peter Joore, Migchiel van Diggelen
				Innovate through Change. The Impact of Organisational Ambidexterity, Technology and Market Orientation on Dynamic Capabilities in Emerging Media Technology Markets.	Christian Zabel, Daniel O'Brien
				Lobbyism, Media Companies, and Media Bias – Two Channels of Distorting Information	Oliver Budzinski, Sophia Gaenssle, Nadine Lindstädt-Dreusicke
				Trust or not to Trust? A Longitudinal Analysis of Institutional Trust in Selected EU-Countries	Andreas Schulz-Tomancok

Revenue models and media trust

Session	Day	Hour	Room	Title	Authors
5	Thursday 8	16.30	10	The price of trust - An international comparison of price levels for newspaper offerings in the context of digital transformation	Castulus Kolo, Francois Pierre Nel
				Digital Business Models of Social Media Influencers - an Overview Based on an International Survey	Florian Haumer, Castulus Kolo, Alexander Roth
				Crowfunding as a business model for audiovisual 'causes': the case of The Chosen	Gema Bellido, Mónica Herrero
				Trust and content as a driver in charging for content in online newspapers	Luis Sangil
				Podcasts – a new revenue stream for legacy media?	Barbara Brandstetter

Social Media Trust

Session	Day	Hour	Room	Title	Authors
6	Thursday 8	16.30	11	Diminishing Trust in Mainstream Media and the Alternative Media Competitor	Angela Powers
				Emotions in shaping the news agenda for Generation Z in Russia	Daria Vyugina, Elena Salikhova
				Garnering Trust Through Parasocial Relationships: The Impact of Advertising Disclosures on Influencers' Persuasive Effects on Their Followers	Soontae An
				Media trust, news industry and monopolistic social media	Sao-Wen Cheng
				Platforms, Trust, and Pricing: Can web3 Help to Initiate and Maintain Network Effects on Social Media Platforms?	Juegen Roesch

Trust and Public Service Media

Session	Day	Hour	Room	Title	Authors
7	Thursday 8	16.30	12	Democracy, Trust and Public Value: PSM in the Digital Era	Gillian Doyle
				User's in Their Twenties and the Usage, Judgement and Ideas for Media Libraries of Public Service Broadcasters (PSB)	Harald Rau
				Obsolescence as a pattern: an analysis of how the managers of public service media perceive resistance to change in the platform context	Azahara Cañedo, Mónica López-Golán, Olga Blasco-Blasco
				Citizen´s Perceptions of an Instrumental Use of PSM´s Independence: The Influence of Ideology and The Moderating Role of Political Knowledge	Marcela Campos Rueda, Manuel Goyanes, Verónica Crespo Pereira
				Two Sides of the Same Coin? Trust and Distrust in Public Service Media: A Case Study from the Czech Republic	Marina Urbanikova
				Frames, hybrid journalist, hybrid organisations and trusting the news. A case of Zimbabwe Broadcasting Corporation (ZBC)	Searchmore Muridzo

Understanding Consumer Preferences

Session	Day	Hour	Room	Title	Authors
8	Thursday 8	16.30	13	Assessing Audience Trust of News Organizations in developing countries: The Case of Egypt.	Rasha Allam, Sylvia Chan-Olmsted
				Characteristics of the digital news content consumer audiences measured by segment of the market in Mexico	María Elena Gutierrez Renteria, Edgar Ruiz-Sanchez, Alfonso Vara-Miguel
				The irrationality of news consumers: the role of non-trusted news sources in news consumption	Agnes Urban
				Understanding Consumer Preferences in the Digital Landscape – Empirical Evidence from Instagram	Nadine Lindstädt-Dreusicke, Sophia Gaenssle, Oliver Budzinski
				How journalism makes its way into social media live streaming: analysis of two cases that focus on young audiences	Dámaso Mondéjar, Jose Alberto García-Avilés, Jose Alberto García-Avilés
				Authenticity in an Age of Drama, Artificiality, and Fake News – How Do Millennials Perceive Authentic Online News?	Sören Bär, Diego Unternährer, Markus Kurscheidt
				What predicts the streaming audiences for a channel's on-demand TV shows?	Neil Thurman, Hritik Raj, Harsh Taneja

Leadership and Media Trust

Session	Day	Hour	Room	Title	Authors
9	Friday 9	11.30	10	Trust in executive-level leadership: How CEO and staff perceive each other during the digital transformation of a traditional news publisher into a digital media asset holder	Dinara Tokbaeva, Castulus Kolo
				Influencing factors on leadership styles of German media managers	M. Bjørn von Rimscha, Kai M. Reilly, Lisa Werle, Maik Uhlich, Silas S. Thelen, Sandra C. Archer
				Leadership and trust: a case study on Disney CEO Robert Iger	Carles Llorens
				Communicating leadership on Twitter and LinkedIn: Effects on the relational capital of startups	Cornelia Wolf, Michael Johann, Daniel Ziegele
				Tearing the newsroom apart? The impact of the relationship between audience-related staff and journalists on news production processes	Robin Riemann

Trust crisis during the COVID-19 pandemic

Session	Day	Hour	Room	Title	Authors
10	Friday 9	11.30	11	Emotions and affective practices shaping media relationships. Trust and distrust in Covid-19 news reception	Salla Tuomola, Jaana Hujanen, Katja Lehtisaari, Mikko Grönlund, Juho Ruotsalainen
				From trust to criticism. The dynamics of crisis communication and information during the Covid-19 pandemic	Katja Lehtisaari, Mikko Grönlund, Juho Ruotsalainen, Jaana Hujanen, Salla Tuomola
				Sensemaking and Trust in Times of Crises: Journalistic Communication during the COVID-19 Pandemic	Udo Bomnueter, Michael Beuthner, Carolyn Pliquet, Kirsten Ulbrich
				Information and Misinformation in Social Media on Covid-19 Containment and Vaccination in Switzerland	Marcel Verhoeven

Professionals for building media trust

Session	Day	Hour	Room	Title	Authors
11	Friday 9	11.30	12	New mechanisms to support a freelance workforce: expanding human resource management practices in the TV industry	Richard Wallis, Christa van Raalte
				Risks and uncertainty in journalism: All is well in Finland?	Mikko Villi, Jari Väliverronen, Reeta Pöyhtäri
				The Effects of Datafication of Work on Media Workers'' Professional Identities	Mikko Villi, Rasa Jämsen, Anu Sivunen, Ward van Zoonen
				Comparing Professional Self-Perceptions Across Four Creative Industries	Mads Møller T. Andersen, Lynge Stegger Gemzøe
				Managing Creative Team Coordination	Stavros Georgiades
				Managing Hybrid Media Professionals: The Role of New Media Stakeholders in Creating Trust	Marko Milosavljevic, Melita Poler

Innovation and media trust

Session	Day	Hour	Room	Title	Authors
12	Friday 9	11.30	13	Exploring the Automation-Augmentation Paradox Through Media Portrayals of AI and Journalism	Prince Chacko Johnson, Agnes Stenbom
				Artificial Intelligence (AI) in Media Management: Friend or Foe?	Sabine Baumann
				The Value Added of Media Clusters? A Case Study of the Mediapolis Cluster in Finland	Marlen Komorowski, Sari Virta
				Technology Investment Profiles of U.S. American and Chinese Media and Tech-Companies. An Analysis of Emerging Technology Investments and Acquisitions.	Magdalena Ciepluch, Uwe Eisenbeis
				How does the new come into the world? Comparing journalism innovations and their framework across Europe (Germany, Spain, Switzerland, United Kingdom and Austria)	Miguel Carvajal, Andy Kaltenbrunner, José M. Valero Pastor, Renée Lugschitz

Business models and new value propositions

Session	Day	Hour	Room	Title	Authors
13	Friday 9	14.30	11	Dynamics of the Creation of New Value Proposition	Amanda Piepponen
				The Return of Bricks and Mortar	Robert Picard
				An systematic literature review of Value Chains and Business Models in the News Industry: Where does trust fit in?	Ray Wang
				The Audience Ownership Model: How Sport Could Save Local Journalism	Amy Jo Coffey
				Strategic practices of NFT projects to foster community engagement, idea sharing and value creation – An ethnographic study	Sven-Ove Horst
				Disruptive in nature? The impact of deepfakes on media outlets, formats, and business models	Daniel Seibert

Measuring Trust in Digital Platforms: Data and Governance

Session	Day	Hour	Room	Title	Authors
14	Friday 9	14.30	12	Metadata as tool for trust in editorial workflows	Carl-Gustav Linden, Ester Appelgren
				Managing Media Competitiveness: Advancing Policy Frameworks from the Cultural and Creative Industries	Michał Głowacki, Jacek Jacek Mikucki
				Trustworthiness in the media industry and its significance for the strategic program planning of moving image providers in Germany.	Timo Jenne
				Towards the Measurement of Consumer Trust in Media Brands - Scale Development and Validation	Steffen Heim, Sylvia Chan-Olmsted, Claudia Fantapié Altobelli, Michael Fretschner, Lisa-Charlotte Wolter
				Trust measurement for sustainability campaigns: The impact of context factors	Noa-Sophie Jäger, Elisa Dorothee Adam, Lisa-Charlotte Wolter
				Legacy media innovation decisions concerning data analytics capabilities: the heterodox approach	Hanna Jemmer, Ulrike Rohn

Restoring trust at regional and local landscapes

Session	Day	Hour	Room	Title	Authors
15	Friday 9	14.30	13	Restoring trust in local media through journalistic collaboration: initiatives undertaken at the European Union level	David Parra Valcarce
				How to promote social innovation within SDGs: The case of the audiovisual Industry in Navarre	Isabel Olloqui, Mónica Recalde Viana
				Gauging Sense of Community in a University media coworking space	Harro Prins
				Media trust, news industry and monopolistic social media	Sao-Wen Cheng
				Community Broadcasting in the Digital Age – A Solution for Local Journalism?	Henry Loeser

The Impact of Media Trust on Brand Perception and Reputation

Session	Day	Hour	Room	Title	Authors
16	Friday 9	14.30	14	Is It All About the Brand? The Role of News Media Brand Equity in the Formation of Different Levels of Brand Loyalty	Gianna Ehrlich
				The corporate brand reputation. An Analysis of two Spanish TV media companies: Atresmedia Tv and Mediaset España	Tatiana Pereira, Idoia Portilla, Natalia Rodríguez Salcedo
				The size of news brands repertories and its relationship with general media trust, news interest and frequency of consumption	Ángel Arrese, Jürg Kaufmann, Sven-Ove Horst
				A data-driven review of the relationship between brand image and awareness and media brand trust	Ali Kordkatooli, Habib Abdolhosein Maregani
				How brands use micro influencers to get their audiences? The case of 5 Spanish microinfluencers in the maternity field in Instagram	Erika Fernández-Gómez, Miriam Morante Bonet, Beatriz Feijoo Fernández, Romina Caluori Funes