

Entrepreneurship and Media Workshop

Jönköping International Business School
Jönköping, Sweden
30 March, 2006, Hall B4050

Sponsored by
Media Management and Transformation Centre
Jönköping International Business School, Jönköping University, Sweden

- 09:30 **Welcome and Opening Remarks**
Robert G. Picard, Director of the Media Management and Transformation Centre, Jönköping International Business School, Sweden
- 09:45-10:30 **Familiarity Breeds Attempt: Legitimacy and Foundings in the Early American Film Industry, 1893-1928**
Stephen J. Meziar, Associate Professor, Department of Management and Organizations, Stern School of Business, New York University, USA
- 10:30-10:45 Discussion
- 10:45-11:00 Coffee Break
- 11:00-11:45 **Media Entrepreneurship: Prospects for New Entrants**
Anne Hoag, Associate Professor, College of Communications, the Pennsylvania State University, USA
- 11:45-12:00 Discussion
- 12:00-12:30 **Media and Entrepreneurship: What do we know and where should we go?**
Min Hang and Aldo van Weezel, Ph.D. candidates, MMTC, Jönköping International Business School, Sweden
- Lunch**
- 13:30-14:15 **How Entrepreneurship Research can Contribute to Understanding Media Management**
Johan Wiklund, Professor, Department of Entrepreneurship, Marketing and Management, Jönköping International Business School, Sweden
- 14:15-14:30 Coffee Break
- 14:30-15:15 **The Impact of Changing Technologies on New Venture Growth: The Case of Banyan Productions**
Betsy Leebron, Professor, Department of Broadcasting, Telecommunications and Mass Media, School of Communications and Theater, Temple University, Philadelphia
- 15:15-15:30 Discussion
- 15:30-16:15 **Intrapreneurship & Corporate Venturing in the German Media Industry**
Berhold Hass, Assistant Professor, Department of Informatics, University of Koblenz-Landau, Germany
- 16:15-16:30 Discussion
- 16:30-16:45 Closing remarks