

Organizing Media: Influences on and Implications of Company Architecture

20 - 21 October, 2006
Gothenburg, Sweden

Sponsored by
The Media Management and Transformation Centre (MMTC)
Jönköping International Business School, Jönköping University, Sweden

Friday, 20 October

- 12:00-13:30 Welcome Lunch – Scandic Crown Hotel
- 13:30 Welcome and Opening Remarks, *Robert G. Picard, Media Management and Transformation Centre, Jönköping International Business School, Sweden*
- 14:00-15:00 **Managing Change within Organizations – part 1**
- Being small, informal and successful: Does organizational structure really matter? *Artemon Vogl, Corvinus University of Budapest, Hungary*
- Media Network PARCO, a youth culture transmitter and urban developer, *Toyoko Sato, Copenhagen Business School, Denmark*
- 15:00-15:15 Coffee Break
- 15.15-16.15 **Managing Change within Organizations – part 2**
- Changing media company structure: A study of influences on adaptations to performance declines, *Hugh J. Martin, University of Georgia, USA*
- Innovative companies and inter-organizational field evolution, *Paola Dubini, Bocconi University, Italy and Elena Raviola, Media Management and Transformation Centre, Jönköping International Business School, Sweden*
- 16:15-17:15 **Changing Organizational Structures**
- Organizing New Business: Case Studies in Media Companies, *Min Hang, Media Management and Transformation Centre, Jönköping International Business School, Sweden*
- Convergence on the inside, *Patrick Wikström, Karlstad University, Sweden*
- 19:30 Reception and Dinner – Scandic Crown Hotel

Saturday, 21 October

9:30-11:00 The Interplay of Human Resource Management and Organizational Structure Development

Newspapers as knowledge intensive firms, *Karin Pühringer, University of Zürich, Switzerland*

Creating joint action in large media contexts: Institutionalizing voluntary cooperation? *Tobias Fredberg, Chalmers University of Technology, Gothenburg, Sweden*

Organizing internal tensions: The duality management of media companies, *Leona Achtenhagen and Elena Raviola, Media Management and Transformation Centre, Jönköping International Business School, Sweden*

11:00-11:15 Coffee Break

11:15-12:00 Development Lecture

Theoretical Perspectives on Projects and Temporary Organizing, *Rolf Lundin, Jönköping International Business School, Sweden*

12:15-13:30 Lunch

13:30-15:00 Organizational Structure in the Newsroom

Firestorm in the newsroom: Cultural issues in managing the changing media landscape, *Frank E. Fee Jr., University of North Carolina at Chapel Hill, USA*

Framing change: Who's in charge in the newsroom? *George Sylvie and Soo Jung Moon, University of Texas at Austin, USA*

Daily papers and the magazine model in the French press: Conditions and limits of a model-importing process, *Marie Brandewinder, CRAPE, IEP and Université Rennes I, France*

15:00-15:15 Coffee Break

15:15-16:00 Development Lecture

Approaches to theories in internal and external media management: An outsider's look behind the curtain, *Hans Jürgen Drumm, University of Regensburg, Germany, and Cinzia Dal Zotto, Media Management and Transformation Centre, Jönköping International Business School, Sweden*

16:00-17:00 Organizational Structure in the Television Industry

Organizing entertainment acquisition and production in the TV business:
Flowing networks between market and hierarchy, *Klaus-Dieter Altmeyen,*
Katja Lantzsch and Will Andreas, TU Ilmenau, Germany

Producing public service: Sensemaking in collaborative TV production, *Maria*
Norbäck, Media Management and Transformation Centre, Jönköping
International Business School, Sweden

17:00-17:30 Open discussion and closing remarks

19:30 Assembly in the foyer of Scandic Crown Hotel

20:00 Dinner – Restaurant Avenyn No1, Kungälv, Gothenburg