

International Workshop

MEDIA INTERACTIVITY: ECONOMIC AND MANAGERIAL ISSUES

October 30-31, 2009

**Sale auditoire FLSH 30 octobre RE 48
Neuchâtel, Switzerland**

Hosted by

Academy of Journalism and Media
University of Neuchâtel, Switzerland
and

Media Management and Transformation Centre
Jönköping International Business School

FRIDAY, OCTOBER 30

13.00-13.30	Informal gathering and registration
13.30	Welcome and Opening Remarks <i>Robert G. Picard and Cinzia Dal Zotto</i>
14.00-15.30	ECONOMICS AND MANAGEMENT OF MEDIA INTERACTIVITY Lucy Küng , <i>Jönköping International Business School, Sweden</i> : “Structuring for interactivity” Amy Schmitz Weiss , <i>San Diego State University, USA</i> : “Collaborative management practices in digital workplace: The 21 st century newsrooms” Miia Kosonen and Hanna-Kaisa Ellonen , <i>Lappeenranta University of Technology, Finland</i> : “Interactive Media and New Customer Roles among magazine and newspaper industries”
15.30-16.30	INTERACTIVE ADVERTISING Mary Alice Shaver , <i>Jönköping International Business School, Sweden</i> : “Online or Offline? The role of internet information sources in consumer choices” Francisco Pérez-Latre , <i>University of Navarra, Spain</i> : The interaction of “the Old” and “the New” in advertising media markets”
18.10	Trip and dinner on the boat- Lake of Neuchâtel

SATURDAY, OCTOBER 31

9.00-11.00	<p>BUSINESS CONCEPTS AND MODELS</p> <p>Dan Shaver, <i>Jönköping International Business School, Sweden</i>: “Social networking sites: Are subscribers’ revenues an option to achieve profitability?”</p> <p>Britta Fuchs and Thomas Ritz, <i>Fachhochschule Aachen, Germany</i>: “Blended Shopping – Using interactive media as link between e-commerce and traditional commerce”</p> <p>Cinzia Colapinto and Benedetta Prario, <i>University of Lugano, Switzerland</i>: “Interactivity: A new form of television revenue source”</p> <p>Mike Friedrichsen, <i>Stuttgart Media University, Germany</i>: “The influence of Distributed Navigation on web Users”</p>
11.00-11.15	Coffee Break
11.15-11.45	<p>MEDIA INTERACTIVITY AND E-LEARNING</p> <p>Franz Lehner, <i>University of Passau, Germany</i>: “Development of interactive videos for the Internet – Examples, trends and presentation of a new Authoring Tool”</p>
11.45-12.45	<p>PANEL DISCUSSION</p> <p>Bernard Rappaz, Chief Editor News, Television Suisse Romande Philippe Mottaz, Director, World Radio Switzerland Robert G. Picard, Jönköping International Business School, Sweden Katarina Stanoevska, AJM, Neuchâtel, Switzerland</p> <p><i>Moderator:</i> Clement Charles, AJM, Neuchâtel, Switzerland and CEO AllTheContent.com</p>
12.45-14.00	Lunch
14.00-15.30	<p>SOCIAL MEDIA AND VALUE CREATION</p> <p>Marjo Kivistö, Hanna-Kaisa Ellonen, <i>Lappeenranta University of Technology, Finland</i>: “Value creation through social media in the media context”</p> <p>Benjamin Hartmann, <i>Jönköping International Business School, Sweden</i>: “The Mash-Up Effect: The Creation of Value through Community-Based Media Consumption and Production”</p>

	Teresa Styles , <i>North Carolina A & T State University, USA</i> : “The Rapid Use of Social Media: Implications for Media, NGOs, Government and Corporations”
15.30-15.45	Coffee Break
15.45-16.45	<p>INTERACTIVE TELEVISION</p> <p>Mihály Galik, <i>Corvinus University of Budapest, Hungary</i>: “The lessons of IPTV services in Europe and in Hungary”</p> <p>Mercedes Medina, <i>University of Navarra</i>, and, Teresa Ojer, <i>University of San Jorge, Spain</i>: “The influence of BBC online on TVE”</p>
16.45-17.45	<p>INTERACTIVE MEDIA AND INTELLECTUAL PROPERTY RIGHTS</p> <p>Robert Alan Brookey, <i>Northern Illinois University, USA</i>: “Playing with content: The challenge of repurposing intellectual property in online games and virtual environments”</p> <p>Benjamin J. Bates, <i>University of Tennessee, USA</i>: “Interactive media and intellectual property rights: Reconciling rights and values”</p>
19.30	Gala Dinner, <i>Restaurant Beau Lac – Neuchâtel</i>