

Ownership Structures and Managerial Challenges in the African Media and Telecommunications Sectors

8-9 Novembre 2018, Université de Neuchâtel, Institut de l'entreprise

International workshop, November 8

Preliminary program

09.15 – 09.30	Welcome and opening speech
09.30 – 11.00	Session I - FDI and its impact on media content and practices <ul style="list-style-type: none">• FDI and African continent: Mapping the impact of Chinese investment in the African media development - <i>Emmanuel-Lugard Nduka & Peter Gade, University of Oklahoma, USA</i>• An investigation into how foreign telecommunications investments in advertising affect media practices in Cameroon - <i>Israel Bionyi, University of Leicester, UK</i>• L'utilisation des droits sportifs de radiodiffusion des grands évènements en Afrique comme outils d'influence géopolitique et le rôle des associations des médias comme possibles contrepouvoirs - <i>Giacomo Mazzone, European Broadcasting Union, Switzerland</i>
11.00 – 11.15	Coffee Break
11.15 – 12.45	Session II - African media in the digital age <ul style="list-style-type: none">• Rethinking Nigeria Media Ownership in a Globalized Era: The Economic Perspective - <i>Nelson Obinna Omenugha, Xi'an Jiaotong-Liverpool University, Suzhou China</i>• Gradual collapse of the defined proxemics of news production and consumption: Implications for media credibility and investment in Nigeria - <i>Nnanyelugo Okoro and Nathan Oguche Emmanuel, University of Nigeria (on Skype conference)</i>• State Media Ownership in Africa in the Digital Age - <i>Winston Mano & Viola Milton, University of Westminster & University of South Africa</i>
12.45 – 14.00	Lunch
14h00 – 15h00	Session III - Media ownership structures, policies and democratization <ul style="list-style-type: none">• The impact of international media ownership structure on democratisation in Nigeria's 21st century - <i>Joseph Oluchukwu Wogu, Nsukka State University, Nigeria</i>• Ownership, foreign direct investment strategies and media digitization in Nigeria - <i>Abimbola Adekemi Oluyemi, Olabisi Onabanjo University of Nigeria</i>
15.00 – 15.30	Coffee Break

15h30 – 16h30	Session IV - Sustainability challenges of community broadcasting <ul style="list-style-type: none"> • Funding Models and Community Media Sustainability in Kenya - <i>Rose N. Kimani, Chuka University, Kenya</i> • Challenges in the ownership and control of community TV in South Africa - <i>Johanna Mavhungu, University of Witwatersrand, South Africa</i>
16h30 – 17h30	Session V - Managerial challenges <ul style="list-style-type: none"> • Exploring human resources management strategies of Ghana's broadcasting media - <i>Michael Serwornoo & Ernest Agorde, Ruhr-University Bochum, Germany & University of Cape Coast, Ghana (on Skype conference)</i> • The impact of the African mobile telecommunications sector on human development: Strategies and practices of FD Investors - <i>Cinzia Dal Zotto, Aicha Hammami & Mansour Omeira, University of Neuchâtel, Switzerland</i>
17.30 – 18.00	Discussion et Conclusion
19.00	Dinner

List of participants :

- Israel Bionyi, University of Lancaster, UK & International Land Coalition, Kenya
- Cinzia Dal Zotto, University of Neuchâtel, Switzerland
- Hatem Gabsi, University of Neuchâtel, Switzerland
- Peter Gade, University of Oklahoma, USA
- Aicha Hammami, University of Neuchâtel, Switzerland
- Rose N. Kimani, Chuka University, Kenya
- Winston Mano, Westminster University, United Kingdom
- Johanna Mavhungu, University of Witwatersrand, South Africa
- Giacomo Mazzone, European Broadcasting Union, Switzerland
- Viola Milton, University of South Africa, South Africa
- Emmanuel-Lugard Nduka, University of Oklahoma, USA
- Nelson Obinna Omenugha, Xi'an Jiaotong-Liverpool University, Suzhou, China
- Nathan Oguche Emmanuel, University of Nigeria, Nigeria
- Nnanyelugo Okoro, University of Nigeria, Nigeria
- Abimbola Adekemi Oluyemi, Olabisi Onabanjo University of Nigeria, Nigeria
- Mansour Omeira, University of Neuchâtel, Switzerland
- Michael Serwornoo, Ruhr University Bochum and University of Cape Coast, Ghana
- Joseph Oluchukwu Wogu, Nsukka State University, Nigeria

Participants with no presentation :

- Emmanuel Biney, Digital Infrastructure Specialist, Ghana
- Grégoire Ndjaka, African Union of Broadcasting, Senegal
- Robert Picard, Reuters Institute for the Study of Journalism, United Kingdom
- Andreas Scherer, University of Zurich, Switzerland
- Veronique Wavre, University of St. Gallen, Switzerland

