



# WORLD MEDIA ECONOMICS & MANAGEMENT CONFERENCE

23-27 May, 2012 > Thessaloniki, Greece

PROGRAMME				
Time	Wednesday 23rd	Thursday 24th	Friday 25th	Saturday 26th
09:00-10:30		<b>POLICY AND REGULATORY CHALLENGES   Chair: Nikos Leandros, Panteion University</b>	<b>IMPACT OF SOCIAL MEDIA   Chair: Andreas Veglis, Aristotle University of Thessaloniki</b>	<b>ONLINE NEWS AND ORGANIZATIONAL PRACTICES 2   Chair: Mierzejewska Bozena, Jönköping International Business School</b>
		59. <i>Will the WIPO Broadcast Rights Treaty Really Create Value for Broadcasters?</i>   Benjamin J. Bates, Maria Fontenot University of Tennessee	96. <i>YouTube as an Evolving Multi-Sided Platform</i>   Sonya Yan Song, Steven Wildman Michigan State University	57. <i>On the shaping of new digital media: a tale on intra-organizational interplay in old news media</i>   Oscar Westlund University of Gothenburg, Arne Krumsvik University of Oslo
		85. <i>Capitalizing Nation's Copyright Assets – Methodology Development and Case Study in Finland</i>   Antti Paasio, Petteri Sinervo, Timo Toivonen University of Turku	48. <i>Transformation of Business Practices in News Organizations of Emerging Democracies: A Case Study of Egyptian Newspapers</i>   Angela Powers Kansas State University	93. <i>Newsroom integration – Deconstructing the prevailing logic</i>   Piet Bakker Technical University Utrecht, Lucy Kung University of Jönköping
		101. <i>Greek and Eastern European media markets within the international communication system: A methodology of comparative studies for the proposition and evaluation of strategic choices in communication policy</i>   Christos Barboutis University of Athens	27. <i>Explaining the role and impact of the social media in the Arab Spring</i>   Christos A. Frangonikolopoulos Aristotle University of Thessaloniki	14. <i>Croatia: what will convergent newsroom bring to journalism</i>   Perisin Tena, Skaliac Narancic Gordana Croatia
		67. <i>IPR Litigation in the Smartphone Market</i>   Fragiskos Archontakis International Hellenic University	88. <i>Blogs and Social Media: the new Word of Mouth and its impact on the Reputation of Banks</i>   Eleftheria (Roila) Christakou, George Michael Klimis Panteion University	49. <i>The impact of digital convergence and mobile devices on traditional media companies. The case of Mediaset and Antena 3</i>   Mercedes Medina Navarra University, Benedetta Prario University of Lugano
			121. <i>Occupy Social Media - How social networks adapt to the ascension of civil movements online and to the integration in international relations</i>   Luminita Soproni, Mirela Marcu Oradea University	69. <i>Newspaper Business Model and Journalistic Narrative</i>   Nikos Bakounakis, Nikos Leandros Panteion University
		<b>DEVELOPMENT OF NEW BUSINESS MODELS 1   Chair: Angela Powers, Kansas State University</b>	<b>DEVELOPMENT OF NEW BUSINESS MODELS 2   Chair: Zvezdan Vukanovic, University of Donja Gorica</b>	<b>AUDIENCES AND CONSUMERS II: USER STUDIES 2   Chair: Li-Chuan Evelyn Mai, Beijing Normal University-Hong Kong Baptist University United International College</b>
		117. <i>How media companies should create multiple values: New Business Models and Dynamic Capabilities</i>   Hans van Kranenburg, Gerrit Willem Ziggers Radboud University Nijmegen	15. <i>The interrelation between business model components – case studies in public broadcasting and theatre production</i>   Frank Peters, Hans de Nie, Emmy van Kleef, Roxanne Sniijders, John van den Elst NHTV University of Applied Sciences	13. <i>Will the Internet Disrupt? A Reality Check on Format Preference for Traditional and Digital Content across Five Media</i>   Hsiang Iris Chyi, Angela M. Lee The University of Texas at Austin
		87. <i>Business Model Innovation: The Danish Newspaper Industry's Response to the Decline in Traditional Markets</i>   Anna Holm, John Parm Ulhøi, Anastasia Ulivanova	53. <i>A Second Wave of Disruption: Pitfalls and Potential of Mobile Business Model Innovation for Newspapers</i>   Geoffrey Graybeal University of Georgia	04. <i>Mobile Communication Competence and Mobile Communication usage: Based on College Students' Analysis</i>   Fan-Bin Zeng Jinan University
		55. <i>Managing User-Centric Business Models in Social Media Value Networks</i>   Zvezdan Vukanovic University of Donja Gorica	28. <i>Growth Perspectives and New Business Model of Bulgarian Daily Newspapers</i>   Biser V. Zlatanov Sofia University	06. <i>Relationship between Internet usage and Social Capital: With analyzing the Role of Computer-mediated Communication Competence</i>   Fan-Bin Zeng Jinan University
	97. <i>How To Make Money By Giving Away Content You Get For Free</i>   Steven S. Wildman, Sang Yup Lee, Sonya Yan Song Michigan State University	12. <i>Media industries and their need to be successful entrepreneurs</i>   Tina Tomazic, Mario Plenkovic, Marko Ivanisin University of Maribor	10. <i>Consumer Socialization of Children: A Conceptual Framework</i>   Ali Akhter, D.K. Batra, Ravi Chandran Hamdard University New Delhi India	
	74. <i>The Revenue and Funding Models of Television in the Age of Digitalization</i>   Mike Friedrichsen Stuttgart Media University	52. <i>Management Challenges and Business Models for Ambient Media – Ambient Media as Post-Social Media Environments</i>   Artur Lugmayr Tampere University of Technology		

**Wednesday May 23 and Saturday May 26: AMPHITHEATRON HALL**  
**Thursday May 24: Maurice Saltiel I | Green, Orange, Red Hall**  
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09:00-10:30		<b>MARKETS, COMPETITION AND CONCENTRATION 1   Chair: Emmanouil Heretakis, National and Kapodistrian University of Athens</b>	<b>ISSUES IN TELEVISION AND PROGRAM MANAGEMENT 1   Chair: Bjørn von Rimscha, University of Zurich</b>	<b>BRANDS AND BRANDING MEDIA   Chair: Yorgos Zotos, Cyprus University of Technology</b>
				<b>Keynote lecture: Priorities of the Cyprus Presidency of the Council of the EU in the fields of Education, Youth, Culture and Sport   Prof. George Dimosthenous   Minister of Education &amp; Culture of the Republic of Cyprus</b>
		31. <i>Dynamics of Ownership Concentration in Multi-Lingual Newspaper Market ; Case Study From India   Zehra Sayed Jönköping University</i>	26. <i>Program Choice Revisited   Christoph Fritsch, Jan Lucas University of Cologne</i>	<i>Profiling TV brands: Managing TV brand personality along self concepts   Kati Förster, Mag. (FH) Ulrike Zeilinger University of Vienna</i>
		05. <i>Challenges to the media regulations and ownerships: the continuity of Gramsci's hegemony chapter in the third world country   Mohd Amirul Akhbar Mohd Zulkifli, Norsham Firdaus Universiti Teknologi MARA</i>	19. <i>Building and Managing Audience Flows   Gillian Doyle University of Glasgow</i>	76. <i>Evaluative Responses to Ad – Brand Incongruity: The Moderating Effect of Processing Opportunity   Georgios Halkias, Flora Kokkinaki Athens University of Economics &amp; Business</i>
		115. <i>Business Models, Management and Concentration in Book Publishing Industry: the Portuguese Case   Paulo Faustino CIMJ/Nova University of Lisbon and MMTC/Jonkonping University</i>	23. <i>Public service broadcasting in the United States: from the great society to the tea party   Thimios Zaharopoulos, Frank Chorba Park University</i>	58. <i>Branded Narrative, Brand Development and Transmedia Production - The Geofreakz experiment   Charles Falzon Ryerson University</i>
		99. <i>The growth of leading regional newspapers-evidence on circulation spirals and scope for competition   Mikko Grönlund University of Turku, Tom Björkroth Finnish Competition Authority</i>	114. <i>The Dynamics of a Dispute: Televisa vs. Univision Communications, 2005-2010   Kenton Wilkinson Texas Tech University, Alex Saragoza University of California at Berkeley</i>	30. <i>Sentio, ergo video? The influence of emotions on TV brand functions   Kati Forster University of Vienna</i>
10:30-11:00		<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>
11:00-12:30		<b>INFLUENCES OF THE ECONOMY   Chair: Eugenia Siaperi, Aristotle University of Thessaloniki</b>	<b>AUDIOVISUAL 2   Chair: Petros Iosifidis, City University</b>	<b>MARKETING   Chair: Alerto Huan, Navarra University</b>
		61. <i>Media Coverage and Perceived Job Insecurity across Socio-Demographic Groups   Marcel Garz University of Hamburg</i>	104. <i>Common policies on sponsorship in Turkish cinema   Ozkan Isik, Diker Can, Borazanci Tugba, Erdemir Ayse Simin, Tamusta Bora Yeditepe Üniversitesi</i>	60. <i>Postmodern Marketing: The Era of Post-marketing   Evaggelia Outra Aristotle University of Thessaloniki, Yorgos Zotos Cyprus University of Technology, Emmanuella Plakoyiannaki Aristotle University of Thessaloniki</i>
		<i>French newspaper crisis : between web attractiveness and change aversion   Dominique Augey Aix Marseille University</i>	123. <i>The distinctive non-tradable resources of leading television operators - the case of Portugal, Brazil, UK and US   Luísa Ribeiro University of Porto</i>	84. <i>Pre-Release Communication as Early Success Indicator in the Motion Picture Market   Felix Sattelberger Friedrich-Schiller-Universität Jena</i>
			32. <i>Changing patterns of foreign movie imports and consumption in Australia   Sora Park University of Canberra</i>	83. <i>Is website interactivity beneficial for low involvement products   Polyxeni (Jenny) Palla Macedonia University, Rodoula Tsiotsiou Macedonia University, Yorgos Zotos Cyprus University of Technology</i>

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			29. <i>Greek cinema. A Sociological and Economical Approach</i>   Anastasia Doukeri, Thomas Giagkoglou, Markos Holevas, Giorgos Tsakmakis, Anastasia Tsiolcha Aristotle University of Thessaloniki	11. <i>Review of Economics and Management at the Media Marketing</i>   Maliha Khajavi Iran
		<b>INNOVATION AND KNOWLEDGE MANAGEMENT   Chair: Eugenia Petridou, Aristotle University of Thessaloniki</b>	<b>DEVELOPMENT AND ISSUES IN ADVERTISING 2   Chair: Ghislain Deslandes, ESCP Europe</b>	<b>MOVING BEYOND MEDIA BOUNDARIES   Chair: Gregory Paschalidis, Aristotle University Thessaloniki</b>
		98. <i>Media innovation: three Strategic Approaches to Business Transformation</i>   Richard Gershon Western Michigan University	81. <i>The effect of race in fashion advertising on consumers' attitude: Does the skin colour of the fashion model matter in a print advertisement?</i>   Anastasios Hanna, Polyxeni (Jenny) Palla, Natasa Konstantopoulou Business College of Athens	75. <i>WebTV Goes Print. Does Online Video Ensure Organizational Success in Regional News Publishing? A Fit-Viability Model Test</i>   Paul Murschetz University of Westminster
		90. <i>The dynamic innovation learning model: a conceptualization of media innovation</i>   Robert Picard, Oscar Westlund University of Oxford	56. <i>Happy 100th... an analysis of a century's worth of advertising content in Le Devoir</i>   Normand Turgeon HEC Montréal	105. <i>Radio as a participatory medium: the case of radiobubble.gr</i>   Angeliki Gazi, Angeliki Boubouka Cyprus University of Technology
		39. <i>The Impact of Formalization on Learning Organization's Operation: A survey in Greek media industry</i>   Paraskevi Dekoulou, Naoum Mylonas, Prodromos Monastiridis, Eugenia Petridou Aristotle University of Thessaloniki	80. <i>Do Models in Ads Affect Women's Self-Esteem?</i>   Athina Zotou Athens University of Economics, Polyxeni (Jenny) Palla University of Macedonia	119. <i>How to learn from advanced markets when introducing new digital technologies: an analysis of the limits of transferring features of successful mobile news apps from the US to the German market</i>   Bettina Lis, Lennart Libercka, Heinz-Werner Nienstedt Johannes Gutenberg University
		<i>Knowledge management and its role in the knowledge industry</i>   Mohammed Dawabsheh Arab American University	07. <i>Transformation of Advertising in Russian Media under the Technological Factors Influence</i>   Marianna Blinova Moscow State University	68. <i>The Role of the Media in Contemporary Democracy: A Heuristic Approach</i>   Skouras Thanos Athens University of Economics & Business
		50. <i>Audience knowledge Management in Media Organizations</i>   Samaneh Azarpour University of Tehran		71. <i>Transfer of stories between different media genres: Remakes on dramas, films and musicals</i>   Moonhaeng Lee The University of Suwon
		<b>AUDIOVISUAL 1   Chair: Steve Wildman, Michigan State university</b>	<b>AUDIENCES AND CONSUMERS II: USER STUDIES   Chair: Hans Van Kranenburg, Radboud University Nijmegen</b>	<b>Panel 1: Convergence and Business Models: Innovations in Daily Newspaper Economy. Cases of Russia, Finland, Germany and Austria   Chair: Gregory Lowe, University of Tampere Panelists: Hannu Nieminen University of Helsinki, Katja Koikkalainen University of Helsinki, Kari Karppinen University of Helsinki, Elena Vartanova, Mikhail Makeenko, Andrei Vyrkovsky Moscow State University, Mike Friedrichsen, Wolfgang Mühl-Benninghaus Humboldt University, Jan Krone, Johanna Grueblbauer Institut für Medienwirtschaft, St. Pölten</b>
	108. <i>Audiovisual content for the new media environment and economic aspects</i>   Charalampos Dimoulas, George Tsourvakas, George Kalliris, Nikos Papakis, Aristotle University of Thessaloniki			

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		100. <i>New strategies in Finnish Independent Television Production</i>   Mats Nylund, Peter Mildén Arcada University of Applied Sciences	20. <i>Young audiovisual consumption on developing media markets: a case study about Colombia: In with the new, but not out with the old</i>   Germán Arango Forero, María Fernanda Arango Kure La Sabana University	
		110. <i>Distributing Audiovisual Content in the New Digital Scenario: Multiplatform Strategies of the Spanish TV Industry</i>   Alejandro Pardo, Enrique Guerrero, Patricia Diego University of Navarra	51. <i>Evaluating Online Audiences: Identifying Predictors of Audience's Use of Interactive Features on Internet Video Websites</i>   Yan Yang High Point University	
			94. <i>Cross-media News Consumption: The role of Print, Online and Mobile among Generations</i>   Oscar Westlund, Mathias Fardigh University of Gothenburg	
12:30-14:00		Lunch	Lunch	Lunch
14:00-15:30		<b>FINANCE AND TRADE IN MEDIA PRODUCTS   Chair: Robert Picard</b> , University of Oxford	<b>POLICY AND REGULATORY CHALLENGES 2   Chair: Marco Gambaro</b> , Università Deglistudi di Milano	<b>Panel 2: Reflecting on national digital strategies: A cross country, cross platform comparison of convergent media policies   Chair: Sora Park</b> , University of Canberra
		16. <i>Financial performance of publicity traded newspaper publishing companies</i>   Yatin Bhagwat, Marinus DeBruine Seidman College of Business	102. <i>Media Markets and Communication Policy: A theory of interdisciplinarity, pluralism and the public interest</i>   Barboutis Christos University of Athens	<b>Panelists:</b> Convergence and regulatory challenges in Australia I Franco Papandrea University of Canberra, <i>Law and policy research of digital convergence: Communications platforms and content-related Issues</i>   Yu-li Liu National Chengchi University,   <i>Facility-based competition and its effectiveness in local broadband markets</i>
		41. <i>Dimensions of Value Creation in the News Industry: Inserting Social Value to the Debate</i>   Corinna Wenzel, Sergio Sparviero, Josef Trappel University of Salzburg	113. <i>Nonmarket Responses of Incumbents to Decisions of European Regulator in the European telecommunication Industry</i>   Hans van Kranenburg, Tristan Ross Radboud University Niimegen	Minoru Sugaya Keio University, <i>Beyond connectivity to connectedness: Reflection of broadband policies in South Korea</i>
		47. <i>Who is pulling the Strings behind the Scenes? Analysing Media Finance Networks with innovative graph-based Methods</i>   Sabine Baumann Jade University, Oliver Eulenstein Iowa State University	116. <i>Media Policies and Subsidies Impacts: The Case of Regional and Local Media in Portugal</i>   Paulo Faustino CIMJ/Nova University of Lisbon and MMTC/Jonkonping University, Arons de Carvalho Porto University Polytechnic Institute of Leiria	Sora Park University of Canberra, Gwang Jae Kim Hanyang Cyber University, <i>Examining China's triple-network convergence plan: Regulatory challenges and policy recommendations</i>
	91. <i>International Entertainment Incentives: Strategic Choices in a Global Market</i>   Glenda Cantrell Williams, Daniel Wheatcroft The University of Alabama	01. <i>Google-China Conflict: The Paradox of Surveillance and Transparency under Global Capitalism</i>   Shaojung Sharon Wang National Sun Yat-sen University, Junhao Hong University at Buffalo	Chun Liu Southwest Jiaotong University, <i>Asymmetric regulation in media Industries: A case study of digital multimedia broadcasting in South Korea</i> Seunghye Sohn Sejong University	

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14:00-15:30		<b>ISSUES IN TELEVISION ENTERTAINMENT AND SPORTS   Chair: German Antonio Forero Arango, La Sabana University</b>	<b>ISSUES IN TELEVISION AND PROGRAM MANAGEMENT 2   Chair: Thimios Zaharopoulos, Park University</b>	
		33. <i>Managing sports broadcasting rights in the converged era</i>   Tom Evens Ghent University	103. <i>Employees' conceptions of how management can operationalize employee involvement</i>   Stavros Georgiades Frederick University	
		18. <i>Football Industry and Television Football in Turkey</i>   Dagtas Banu Anadolu University	95. <i>Smartphones as A Viable News Medium: An Analysis of Consumption and Competition</i>   Mengchieh Jacie Yang Texas State University- San Marcos	
		35. <i>Television and Sport: between culture and commerce</i>   Petros Iosifidis City University, George Tsourvakas, Barbara Simeonidou Aristotle University of Thessaloniki	86. <i>Baltic Media systems after tectonic fluctuations: ownership changes, concentration and political parallelism (2008 – 2011)</i>   Anda Rozukalne Riga Stradins University	
		54. <i>Cinema entertainment and the state of the economy</i>   Björn von Rimscha University of Zurich	79. <i>Growth of a Korean Cable TV Company - Case Study of CJ</i>   Daeho Kim, Ji-Yeon Kim Inha University	
			<i>Writing Hollywood: Managing Creative Work in Television Production</i>   Patricia Phalen The George Washington University, Bozena Mierzejewska Jönköping International Business School	
		<b>DEVELOPMENTS AND ISSUES IN ADVERTISING 1   Chair: Sylvia Chan-Olmsted, University of Florida</b>	<b>NEW LOGICS OF THE MUSIC INDUSTRY   Chair: Piet Bakker, Hogeschool Utrecht</b>	
		77. <i>Advertising, economy, and media markets – Assessing the relation between advertising, consumption and GDP for fast moving and durable consumer goods industries</i>   Juliane Lischka, Stephanie Kienzler, Ulrike Mellmann University of Zurich	107. <i>The Music Industries, changing practices and new research directions</i>   Erik Hitters Erasmus University Rotterdam, Miriam van de Kamp Leiden University	
		89. <i>Engaging readers: a study of magazine advertising effectiveness in the Chilean media market</i>   Aldo Van Weezel, Cristobal Benavides Universidad de lo Andes	92. <i>Local clusters in creative industries: empirical investigation of the music industry supply chain in Italy</i>   Antonella Ardizzone Università IULM di Milano	
		106. <i>Social Media Advertising Platforms: A Cross-cultural Study</i>   Hatzithomas Nikolaos, Hatzithomas Leonidas University of Macedonia, Boutsouki Christina Aristotle University of Thessaloniki	66. <i>Musical tastes in the Web 2.0: the importance of network dynamics</i>   Kostas Kasaras, George Michael Klimis, Martha Michailidou Panteion University	
	109. <i>Complement or substitute? The Internet as an Advertising Channel, Evidence on Advertisers on the Italian Market</i>   Marco Gambaro Università degli Studi di Milano, Riccardo Puglisi Università di Pavia and Centro Studi Luca d'Agliano	78. <i>Towards a new definition and measurement of innovation in the music sector</i>   Antigoni Efstratoglou, George Michael Klimis, Martha Michailidou Panteion University		
	63. <i>Significance of Hidden Advertising of the Media Business Models in Latvia</i>   Anda Rozukalne Riga Stradins University			
15:30-16:00		<b>Coffee Break</b>	<b>Coffee Break</b>	<b>Coffee Break</b>

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		25. <i>Factors Affecting Consumers' Adoption of Twitter</i>   Hyunsang Son, Sylvia Chan-Olmsted University of Florida	46. <i>Effects of Pragmatic and Moral Concerns of Perceived TV Quality</i>   Juan Artero, Cristina Etayo, Alfonso Sanchez- Tabernero Navarra University	
		38. <i>Analysis of the diffusion of information and communication technologies among rural Nigerian women</i>   Angela Nkiru Nwammuo Anambra State University	112. <i>Fast Food or Broccoli: the Possibility of an Ethical Newsroom Management under Time and Money Pressures</i>   Ghislain Deslandes ESCP Europe, Mollie Painter-Morland De Paul University	
		40. <i>The Consumption of Television Programming in a Social Media Context: Development and Validation of the Social Engagement Scale</i>   Miao Guo, Sylvia Chan-Olmsted University of Florida	118. <i>Media coverage of Quality assurance policy in Greece</i>   Antigoni Papadimitriou Aristotle University of Thessaloniki	
		34. <i>A qualitative study of sustainable mobile news services in South Africa</i>   Elvira van Noort, Johanna Mavhungu Hogeschool van Utrecht	24. <i>Beyond traditional media market analysis - Applying fsQCA to the relationship of competition and organizational quality commitment</i>   Loris Russi, Isabelle Krebs, Gabriele Siegert University of Zurich	
			08. <i>Global and local economic information in TV programming during economic recovery</i>   Amir Hetsroni Ariel University Center	
			62. <i>Economic Expectations, Optimistic Bias and Television Viewing During Economic Recession: A Cultivation Study</i>   Amir Hetsroni, Zachary Sheaffer Ariel University Centre, Uri Ben Zion Western Galilee College, Amos Rosenbaum Ben Gurion University	
		<b>PRICE, PRICING AND DEMAND   Chair: Alfonso Sancez Tabernero, Navarra University</b>	<b>AUDIENCES AND CONSUMERS III: THEORETICAL PERSPECTIVES   Chair: Aldo van Weezel, Universidad de los Andes</b>	
		64. <i>May the Best Paywall Win: An Examination of Online Newspaper Paywall Models</i>   Michael Nevradakis University of Texas at Austin	82. <i>An explanatory theory of Internet Dependency Relations for predicting online consumers' behaviour in online activities</i>   Evgenia Matsangou, Anastasia Konstantopoulou, Polyxeni (Jenny) Palla Business College of Athens	
		111. <i>The "Nobody Knows" Property: Understanding the Uncertainties of Cultural Consumption</i>   Alexandros Baltzis, Maria Manolika, Antonis Gardikiotis Aristotle University of Thessaloniki	120. <i>Towards the end of euphoria. Latest developments in the Greek (old and new) media scene, from 2000 to 2010</i>   Emmanuel Heretakis University of Athens	
	45. <i>Sales and Volatility: Explaining Short-Term Demand for News Magazines</i>   Marcel Garz, Armin Rott University of Hamburg			
	122. <i>The Funding of Public Service Media: A Matter of Value and Values</i>   Gregory Ferrell Lowe University of Tampere, Christian Edelvold Berg Copenhagen Business School			
	02. <i>Willingness to pay for premium digital television: an Empirical Analysis</i>   Fan-Bin Zeng Jinan University			



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		22. <i>The humanity of @NEWEEKLY: How Chinese traditional media, use microblogging to create value</i>   Aaron Yin, Zhangqiong Ruan Tianjin Normal University	72. <i>How does news infomediation operate online? The examples of Google and Facebook</i>   Nikos Smyrnaio University of Toulouse	
		09. <i>Social Media: Managerial Opportunities and Challenges</i>   Francisco Pérez-Latre Navarra University	73. <i>Rethinking the Political Economy of (Online) Journalism</i>   Eugenia Siapera Aristotle University of Thessaloniki	
		124. <i>The usage and advertising effects of social media</i>   Li-Chuan Evelyn Mai Beijing Normal University-Hong Kong Baptist University United International College	36. <i>Digital Media, Innovation and the Apple iPad: Reinventing the 21st Century Newspaper</i>   Richard Gershon Western Michigan University	
		42. <i>Electronic Word-of-Mouth: Explaining the Determinants of the Credibility of Online Consumer Recommendations</i>   Bettina Lis University of Mainz	44. <i>Sustainable Online News Projects: Analysing User-Agency and Journalistic Cultures As Factors Of Economic Viability</i>   Lia-Paschalia Spyridou, Andreas Veglis Aristotle University of Thessaloniki 43. <i>Networked journalism's Pivotal Platform?: Live Blogging at Guardian.co.uk, an exploratory case study</i>   Neil Thurman, Anna Walters City University	
17:30--19:00	Registrations			18:30 City Walks
19:00-20:00	Welcome Speeches			
20:00	Opening Ceremony	Dinner at a local tavern	20:30 Gala Dinner	21:00 Party

Wednesday May 23 and Saturday May 26: AMPHITHEATRON HALL  
 Thursday May 24: Maurice Saltiel I | Green, Orange, Red Hall  
 Friday May 25: Maurice Saltiel I | Green, Orange, Red Hall