

Medienforum Ingolstadt 2012

Value-oriented media management.

Decision making between profit and responsibility

Preliminary PROGRAM

Friday, November 16, 2012

08:30-09:30 Opening Reception
Keynote: N.N.

09:30-10:30 (Session 1) Business and concepts in value-oriented media management
Chair: Hans-Werner Niemann, U of Mainz
Joost van Leeu, CU Eichstätt-Ingolstadt
Wolfgang Schäfer, U of Jena
Alan Adams, U of York, Texas
Gabriela Sager, U of Zurich

10:30-11:30 Lunch

11:30-12:30 (Session 2) Findings: What do we know about value-oriented media management?
Chair: Bernd W. Vitz, U of Spayer
C. Ann Hatfield, U of Georgia
Alexander Kulkarni, Schulich Hamburg
Regina Ordoñez-Rodríguez, U of Salamanca
CU Eichstätt-Ingolstadt

12:30-13:30 Coffee break

13:30-14:30 (Session 3) Value chains: Which values in the media business?
Chair: Lars Rindorf, U of Applied Science Stuttgart
George Syta, U of Texas
Sybilie Chen Omeida, U of Florida
Joel Trappel, U of Salzburg

14:30-15:30 Dinner

Saturday, November 17, 2012

08:30-10:30 (Session 4) Cultures and organizations: Influence on values in media management
Chair: Espen von Kriesha, U of Zurich
Jeremy Tunstall, U of London
Ma Kang, U of Fuzhou
Christian Scholz, U of Saarbrücken

10:30-11:30 Coffee break

11:30-12:30 (Session 5) Corporate Social Responsibility: New values for the media management?
Chair: Frank Habaran, U of Applied Science Offenburg
Carsten Winter, HFTM Hannover
Mitsuhiko Kamada, U of Tübingen
Doro Ingelhart, U of Würzburg

12:30-13:30 Lunch

13:30-14:30 (Session 6) Corporate Governance: The role of the management for implementing a value orientation
Chair: Andreas Völz, TU of Osnabrück
Marie Elena Galante, U of Mexico
Richard A. Geshon, Western Michigan U
Susana C. Saldogotinsky, U of St. Gallen

14:30-15:30 Coffee break

15:30-16:30 (Session 7) The future of value-oriented media management: Stakeholders and future prospects for research conference
Discussion: All participants

Funded by: DFG

INTERNATIONAL CONFERENCE
Value-oriented media management.
Decision making between profit and responsibility
Eichstätt (Bavaria), Germany
November, 16-17, 2012

Organized by
Catholic University Eichstätt-Ingolstadt
School of Journalism

In cooperation with:
Medienforum Ingolstadt
Chair for Organization and Human Resources
ISR
Chair for Social Ethics and Civil Society
Prof. Dr. Anja Halbach

REGISTRATION INFORMATION
The conference is free of charge for all participants. Registration fees are waived for students and young professionals. Registration is open until October 15, 2012. For more information, please contact the registration office at registration@medienforum-ingolstadt.de.

HOTEL INFORMATION
The conference will be held at the Hotel Eichstätt, located in the center of Eichstätt. The hotel offers comfortable rooms and excellent service. For more information, please contact the hotel at hotel@eichstaett.de.

ROUTE DESCRIPTION
The conference location is in Eichstätt, Bavaria. The route from Ingolstadt to Eichstätt is approximately 100 km. For more information, please contact the registration office at registration@medienforum-ingolstadt.de.

CONFERENCE INFORMATION
The conference is organized by the Catholic University Eichstätt-Ingolstadt, School of Journalism. The conference is free of charge for all participants. Registration fees are waived for students and young professionals. Registration is open until October 15, 2012. For more information, please contact the registration office at registration@medienforum-ingolstadt.de.

Programmheft zum Download

Kontakt

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Anfahrtsbeschreibung

Konzept des Medienforums

Seit 2001 veranstaltet die Wirtschaftswissenschaftliche Fakultät der Katholischen Universität Eichstätt-Ingolstadt alljährlich im Januar das "Medienforum Ingolstadt". In dessen Rahmen wird Studenten und interessierten Praktikern die Möglichkeit eröffnet, mit Experten aus Wissenschaft und Praxis über aktuelle Themen der Medienindustrie zu diskutieren. Das Medienforum Ingolstadt bietet eine attraktive Plattform für einen direkten und persönlichen Dialog zwischen Teilnehmern und herausragenden Persönlichkeiten des Mediensektors. Geplant und organisiert wird dieses Medienevent von seinen Initiatoren, den Mitarbeitern des Lehrstuhls für ABWL, Organisation und Personal unter der Leitung von Prof. Dr. Max Ringlstetter, seit 2010 in Kooperation mit dem Lehrstuhl für Journalistik von Prof. Dr. Dieter Altmeppen.

Zu den Medienforen der vergangenen Jahre



in Kooperation mit

