

REGISTRATION INFORMATION

//Conference Registration

Due to limited capacities an early registration will be necessary. Please send your registration form until October 20, 2012 - per fax or mail to:

Klaus-Dieter Altmeyen
Catholic University Eichstätt-Ingolstadt
Ostenstraße 25, 85072 Eichstätt
Fax: +49 (0) 8421 93-1786
E- Mail: klaus-dieter.altmeyen@ku.de

//Registration Fees

The registration fee is 50 Euros (20 Euros for students). Please pay the fee during the conference at the registration. Receipts will be provided. The conference fee includes:

- a conference kit, food, beverages and coffee during breaks,
- beverages during conference sessions,
- lunch on Friday and Saturday.

The registration desk will be open on Friday, November 16, from 8 am to 6 pm and on Saturday, November 17, from 9 am to 3 pm.

//Opening Reception

Everyone attending the conference is invited to an opening reception. It is the first opportunity to meet with colleagues and make plans for the conference.

HOTEL INFORMATION

Please make your hotel reservation soon, refer directly to the hotel, for example:

Hotel Ratskeller: www.ratskeller-eichstaett.de
Hotel Garni Fuchs: www.hotel-fuchs.de
Hotel Schießstätte: www.hsg-ei.de
Episcopal Seminar: www.bistum-eichstaett.de
St. Walburg: www.bistum-eichstaett.de/abtei-st-walburg/gaestehaus/
Hotel Kolping: www.bistum-eichstaett.de/kolping/bildungsstaette/
Hotel Sonne: www.sonne-eichstaett.de
Hotel Trompete: www.braugasthof-trompete.de

ROUTE DESCRIPTION

//By Car

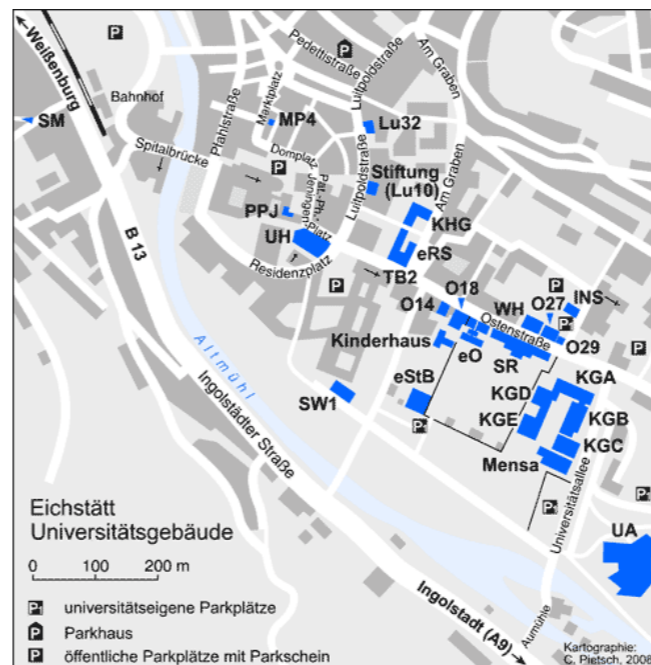
Most probably you will get to Eichstätt on the Autobahn A9 (freeway). Take exit 58 Altmühltal "Kinding/Kipfenberg/Beilngries/Eichstätt". Follow the signs indicating "Eichstätt". Follow the "Spindeltal" and turn right on "Römerstraße". Follow "Römerstraße" and the "Ostenstraße". Then make a left turn on "Residenzplatz". On your left hand-side will be "Leonrodplatz 3", where the conference is located.

//By Train

Trains to Eichstätt from bigger cities leave from Nuremberg and Munich. In order to get to Eichstätt city, you need to take the train to "Eichstätt Bahnhof" and then transfer to the train to "Eichstätt Stadt".

//In the City

It will take about 15 minutes to walk to the conference location from "Eichstätt Stadt". Once you get off the train you will be standing in front of the train station. Turn right and follow "Bahnhofplatz", then go left onto "Spitalbrücke". Walk passed the Altmühl-river and turn right on "Residenzplatz". "Leonrodplatz" where the conference is located will be on your right.



CONFERENCE INFORMATION

Friday, November 16, 2012, 09:00 am to Saturday, November 17, 2012, 18:00 pm

//In cooperation with

Medienforum Ingolstadt
Chair for Organization and Human Resources
(Prof. Max Ringlstetter)

Chair for Social Ethics and Civil Society
(Prof. Andé Habisch)

//Location

Episcopal Seminar Eichstätt /
Bischöfliches Seminar Eichstätt
Collegium Willibaldinum
Leonrodplatz 3
D- 85072 Eichstätt
Fon: + 49 (0) 8421 50-300
Fax: + 49 (0) 8421 50-309
<http://www.bistum-eichstaett.de/priesterseminar/>
E-Mail: collegium.willibaldinum@bistum-eichstaett.de

//Further Information

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//Website

<http://www.journalistik-eichstaett.de>
"Tagungen/Conferences"

PROGRAM

Friday, November, 16, 2012

//Opening Reception

Introduction: Values and the media

//Session 1 Theories and concepts in (value-oriented) media management

Chair: Heinz-Werner Nienstedt, U of Mainz

Wolfgang Seufert, U of Jena
Alan Albarran, U of North Texas
Gabriele Siegert, U of Zuerich

Lunch

//Session 2 Findings: What do we know about (value-oriented) media management?

Chair: Bernd W. Wirtz, U of Speyer

C. Ann Hollifield, U of Georgia
Alexander Kahlmann, Schickler Hamburg
Regina Greck/Annika Franzetti/Franziska
Gebhard, CU Eichstaett-Ingolstadt

Coffee break

//Session 3 Value chain! Which values (in the me- dia)?

Chair: Lars Rinsdorf, U of Applied Science
Stuttgart

George Sylvie, U of Texas
Sylvia M. Chan-Olmsted, U of Florida
Josef Trappel, U of Salzburg

07.00pm Dinner

Saturday, November, 17, 2012

//Session 4 Cultures and organizations: Influences on values in media management

Chair: Bjoern von Rimscha, U of Zuerich

Min Hang, U of Peking
Christian Scholz, U of Saarbrücken
Carsten Winter, HMTM Hannover

10:30 to
11:30am Coffee break

//Session 5 Corporate Governance: The role of the management for implementing a value orientation

Chair: Andreas Will, TU of Ilmenau

Maria Elena Gutierrez, Universidad
Panamericana, Mexico
Richard A. Gershon, Western Michigan U
Joost van Loon, CU Eichstaett-Ingolstadt

01:00 to
02:30pm Lunch

//Session 6 Corporate Social Responsibility: New values for the media management?

Chair: Frank Habann, U of Applied
Science Offenburg

Matthias Karmasin, U of Klagenfurt
Diana Ingenhoff/Philipp Bachmann, U of Fribourg
Isabel Winkler, CU Eichstaett-Ingolstadt

04:30 to
05:00pm Coffee break

//Session 7 The future of value-oriented media management: Summaries and future prospects from the conference

Discussion: All participants

Funded by:



INTERNATIONAL CONFERENCE

Value-oriented media management. Decision making between profit and responsibility

Eichstaett (Bavaria), Germany
November, 16-17, 2012



Organized by
Catholic University Eichstaett-Ingolstadt
School of Journalism

in cooperation with:
Medienforum Ingolstadt
Chair for Organization and Human Resources



Chair for Social Ethics and Civil Society
Prof. Dr. André Habisch