



emma Doctoral Summer School 2016

on Media Entrepreneurship

Wilhelmshaven, Germany – July 25-29

In summer 2016, we offer you the opportunity to take part in the **Doctoral Summer School of the European Media Management Association (emma)**. In one week you can deepen your understanding of media management theories & media entrepreneurship and receive individual feedback on your dissertation project and research from international senior researchers.

Where? At the Department of Management, Information, Technology and the Institute for Media Management and Journalism at Jade University, Wilhelmshaven (Germany)

When? July 25-29, 2016 (start: Monday, July 25, 01:00 pm; end: Friday, July 29, 12:00 midday)

Held by? Prof. Dr. Sabine Baumann (Jade University) in cooperation with Prof. Dr. Andreas Will (TU Ilmenau) and other international faculty colleagues.

Participants? Doctoral students at all stages of their work.

As participant, you will:

- Receive individual feedback on your dissertation project
- Participate in interdisciplinary discussions
- Network with peers from around the world
- Meet other doctoral students with intersecting interests
- Deepen your understanding of media management theories & media entrepreneurship

Over the last years, media entrepreneurship has evolved as a main topic within media management research. Currently, media entrepreneurship covers research topics like innovation, SMEs, family businesses, entrepreneurial orientation, financing entrepreneurs, entrepreneurship-entrepreneurs, female entrepreneurship and the entrepreneurship phenomenon as a whole. Thereby, scholars use a variety of management theories like strategic management (resource-based view, dynamic capabilities, etc.), systems theory, organizational learning or the strategic-fit-concept. The aim of the summer school is to highlight the interrelations between media entrepreneurship and other management theories to help young academics entering this developing research field.

The course will cover the main media management theories at the intersection with media entrepreneurship by discussing limitations and possibilities for future research topics. Additionally, several practitioners from the media industry will deepen the understanding of media entrepreneurship by sharing their experience of entrepreneurial activities in practice.



Program Structure:

In each morning session (9-12), different theories are being presented and discussed. After lunch, the doctoral students present their research projects and receive feedback from international senior faculty members and their peers. In the evenings, several networking events will take place to deepen earlier discussions and help building a doctoral community.

Jade University expects applications from doctoral students using entrepreneurship theory in a large variety of media research contexts such as innovation, communication, finance, strategic management, organizational learning, etc. Applicants are encouraged to express their interests of special sub-themes in context of entrepreneurship theory, which will be covered within the course.

Application:

Please submit a synopsis of 3-5 pages describing your doctoral research project (incl. research question, method used/planned, theoretical perspective), a cover letter briefly outlining what you would like to get out of the summer school and your CV. Please send your application to tim.hasenpusch@jade-hs.de by April 30, 2016.

Letters of acceptance will be sent out by May 6, 2016. Candidates will be selected based on the quality of their applications.

The course is designed to be equivalent to 1.5 ECTS credits (including preparation). After active participation during the whole course, participants will receive a certificate.

Costs:

The cost of participating in the summer school is 100 EUR. The costs will cover coffee breaks, and two social events incl. dinner.

Living and hotel costs in Wilhelmshaven rank among the lowest in Germany for midsize towns. Prices per night range from 44 to 160 EUR. Jade University has a special agreement with hotel "Hotel am Stadtpark", a four star hotel located next to the West Building (distance 100m). The rate per night for a single room is 80 EUR (instead of 140 EUR per night) and a twin room with two single beds will be offered for 100 EUR (50 EUR per person), all rates including breakfast.