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*Capturing the future!*

*An empirical investigation on trends in technology and a deduction of consequences for media management research*

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**Capturing the future!**  
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**management research**

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## **Abstract**

Recently, a debate arose about the question, how media management research can be lifted to a “next stage development in theorisation and relevance for practice” (Picard & Lowe, 2016: 61; cf. also Mierzejewska & Shaver, 2014; Achtenhagen, 2016; Küng, 2016).

Regarding the field development in general, Picard & Lowe (2016) highlighted that media management research can be shaped by the influence of technologies (ibid: 66). Küng (2016) pointed out that media industries are facing extreme change (ibid: 1). Mierzejewska & Shaver (2014) identified technological content diffusion as key change impacting media management research (ibid: 47). Emerging technologies shape conceptual work and empirical research within the field, regarding core issues as media companies (Hess, 2014), specific media industries and products (e.g. broadcasting (Murray, 2013); publishing (Blankfield & Stevenson, 2012); news (Ottosen & Krumsvik, 2012)), business models (Lawson-Borders, 2010), value chain (Kehoe & Mateer, 2015) or media branding (Chan-Olmsted, 2011) and core methods of research (Murthy, 2008; Gunzerath, 2012). However, reflecting both dimensions, the relevance of emerging technologies for media management scholarship were not yet explored systematically on a level of deeper analysis and higher abstraction. Our contribution is aiming at closing this gap.

According to Rotolo, Hicks & Martin (2015), we define emerging technologies as “a radically novel and relatively fast growing technology characterised by a certain degree of coherence persisting over time and with the potential to exert a considerable impact on the socio-economic domain(s) which is observed in terms of the composition of actors, institutions and patterns of interactions among those, along with the associated knowledge production processes. Its most prominent impact, however, lies in the future and so in the emergence phase is still somewhat

uncertain and ambiguous” (ibid). Starting with this definition, we ask the question: *How will emerging technologies shape the future of media management research?*

In previous work (Gossel et al., 2017) we explored this question analytical and prospective in three steps: (1) Analysis of emerging technologies: By an in-depth literature review of sources of the IEEE community and international trend reports (e.g. Reuters Journalism, Media and Technology Predictions 2016) we deduced nine trends in emerging technologies. (2) Analysis of media management research: By literature work based on main sources of the field (JMM, JOMBS, JME & books) we captured core issues of media management research according to the media enterprise service system (Wirtz, 2011). (3) According to the method of bricolage (Baker & Nelson, 2005) we combined results from the previous steps with the aim to construct new questions of research for the field. – In this work, we continue with a mixed-methods study, that embeds the opinion of technology experts. Face-to-face interviews will be conducted according to the questions: What are the recent technology trends? How will specific trends shape media management and media economics of the future?

This paper will bring current technology trends in a far-seeing format directly to WME, with the aim to provide the community with new questions and dimensions of thought to inspire their and our future research.

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