



**Queensland University of Technology**  
Brisbane Australia

This is the author's version of a work that was submitted/accepted for publication in the following source:

Ots, Mart, Nyilasy, Gergely, Rohn, Ulrike, & [Wikstrom, Patrik](#) (2015)

Media business studies as we see it: Why does it matter, for whom, and how do you get published? [editorial].

*Journal of Media Business Studies*, 12(2), pp. 103-106.

This file was downloaded from: <https://eprints.qut.edu.au/89228/>

© Copyright 2015 Taylor & Francis Group

**Notice:** *Changes introduced as a result of publishing processes such as copy-editing and formatting may not be reflected in this document. For a definitive version of this work, please refer to the published source:*

<https://doi.org/10.1080/16522354.2015.1054699>

# **MEDIA BUSINESS STUDIES AS WE SEE IT: WHY DOES IT MATTER, FOR WHOM, AND HOW DO YOU GET PUBLISHED?**

**Ots, Mart**

Jönköping International Business School

**Nyilasy, Gergely**

University of Melbourne

**Rohn, Ulrike**

Arcada University of Applied Sciences

**Wikström, Patrik**

Queensland University of Technology

**ABSTRACT:** To the delight of the renewed editorial team, the *Journal of Media Business Studies (JOMBS)* receives an increasing number of submissions every week. Given the growing interest in the study of media business, whether from the angle of economics, management, strategy, organization studies, marketing, consumer behavior, innovation and entrepreneurship or other contributing disciplines, this editorial is aimed to clarify how we look at the field and wish to move the journal forward. In particular, we want to address a few questions that we believe are central for those who wish to publish their research with us and thereby contribute to the academic discussion. This article gives a more elaborate explanation to the aims and scope of JOMBS.

**KEY WORDS:** Editorial, aims and scope, contribution, submission guidance.

## **INTRODUCTION**

Over the past year, the Journal of Media Business Studies has reviewed and developed its editorial aims and scope, its submission guidelines, and its editorial review board. The recent changes to the Journal give us, the incoming editorial team, a perfect pretext for a reflection on the Journal's positioning in the academic community, as well as a provision of some guidance for all existing and aspiring contributors.

It is a fascinating time to study the business of media. The ongoing digital transformation of media is, and will be, of the highest relevance for firms in all sectors. In the path of digitization, media is becoming a key value-creating discipline for all kind of firms – not only media companies. While it may appear increasingly difficult to realize revenues solely from the original production of digital content, companies in various industries experience that digital content strategy is a central component of business. Advertising markets continue to grow, content and communication strategies of firms evolve in the new environment, and more and more firms are offering digital services.

We believe there is a need for a journal that empirically investigates different facets of how media business is created, maintained, and developed, among firms and consumers and in their mutually constitutive relationships.

Whereas, arguably, media business research in the past was primarily motivated by its democratic and cultural mandate in society, media business today is equally relevant for the innovation and renewal of industries and firms, organizational change, marketplace exchanges, consumer behavior, and information technology, among others. Media business studies, our object of study, is situated amidst these divergent interests, discourses and theoretical paradigms. Indeed, we regard JOMBS as a multidimensional meeting place for all participants with a stake in media businesses.

## **MEDIA BUSINESS AS A FIELD OF STUDY**

In the following we will discuss our view on media business as a field of research. As stated above, the domain of media business studies is multifaceted. However, we make the following observations, which we believe hold true irrespective of paradigm.

*Media business is an empirical and broad field*

We understand media business studies as an empirical field. Work in the domain should relate to real world media business phenomena (organizations, products, consumers or other constituencies).

JOMBS is by definition empirically interested in various perspectives on stakeholders in the media industries. These most commonly include perspectives on producers or consumers of products, and they are situated in the intersection between areas traditionally dealing with media and those dealing with business.

Consequently, we do not limit ourselves to seeing media only in terms of the “core media industries” (radio, TV, newspapers etc.), “cultural industries” (Hesmondhalgh, 2013) or even “creative industries” (computer games, sports, arts, etc.) (Flew, 2013). Instead, we broaden our horizon and identify and investigate media-relevant areas in terms of the digital transformation of society in general. This includes issues of convergence of distribution platforms, transmedia companies blending marketing and editorial work, content aggregators, the increasing global dominance of players, such as Google and Facebook, the social media in general, mobile applications, crowd funding and other new financing opportunities, media policy implications, and centrally how media content becomes a core business activity for all types of firms.

### ***Media business is a theoretical and multifaceted field***

What is theoretically interesting about media? The answer is dependent on who you ask, but as media becomes of greater concern for the wider society, more and more scholars are willing to answer this question, and the answers tend to be more and more diverse. For instance, an innovation scholar may claim that media is relevant because it is so central to the digital transformation and technological disruption that affects industries across the globe. An organization scholar may take interest in how the digital transformation shapes management practices and organizational structures. An entrepreneurship scholar may consider the media to be a relevant field to study since it exhibits a high level of creativity manifested in new business ideas and entrepreneurial initiatives in the digital economy. Finally, if you ask a marketing scholar they may take interest in the production, diffusion of media products and new consumer behaviors and lifestyles, or in the effects and effectiveness of new types of commercial media messages.

Over the past decade, the field of media business studies has evolved rapidly and scholars from various perspectives have discussed how best to understand the development. Despite this rapid development of the field, many of the suggestions, especially proposed by Lucy Küng in an early volume of JOMBS, are still valid. This is especially true for her suggestion that media management studies need to broaden the theories they apply in order to better understand the changes that take place in the empirical context of the media (Küng, 2007). We believe, that business theories offer a rich toolbox to do so.

Indeed, over the years, media business or media management scholars have applied a wide range of theories in strategy, organization, innovation, entrepreneurship, marketing, branding etc. to the field of media business studies. We believe, however, that the bar should be raised and that media business studies should integrate various perspectives with the aim to contribute to contemporary theoretical discussions in society. It is, therefore, in the DNA of JOMBS that the authors’ contributions stem from studies that go beyond pure empirical descriptions or pure theoretical applications. JOMBS aspire to publish research that empirically studies and theoretically reflect on new issues in the media business, and thereby is able to shed new light on phenomena in the general society.

### ***Media business is a practical field***

Research contributions in media business studies seek to shed new light on phenomena that are of contemporary practical relevance. We conceptualize media business studies as an applied field, which aims to help a range of different stakeholders in their decision-making, including businesses, consumers, policy-makers and other constituencies. We think of theory as a useful tool to achieve such pragmatic goals, rather than a barrier.

## **WHAT WE LOOK FOR IN NEW SUBMISSIONS**

Let us now state specifically what guidelines we use for our editorial decisions. In short: we seek novel and original contributions to the field. When looking at incoming manuscripts we interrogate submissions by asking:

- Are the research questions theoretically interesting? Is the article positioned to shed some new light on a relevant contemporary issue?
- Does it provide convincing empirical evidence (or in rare cases conceptual argumentation) for claims made about media firms, media products, or media customers?
- Does the article demonstrate an understanding of extant knowledge already available in the literature?
- Does it add something new? New knowledge can be achieved in studying and theorizing new phenomena, applying or combining new theories, identifying new tensions and establishing a dialogue with past studies.
- Is the contribution practically relevant? Does the article discuss what the implications are for various possible stakeholders (media firms, advertisers, consumers, regulators, society at large).
- Are the methods up to international standards of social research in within whatever methodological paradigms they are situated?
- Is the article well-written? Does it develop its arguments clearly and distinctly? Is it readable, precise and impactful in its use of the English language?

## **AIMS AND SCOPE**

We take the fact of having a new publisher - Taylor & Francis – as an opportunity to distill the above points into a renewed formal statement of aims and scope of JOMBS.

### ***Aims***

The *Journal of Media Business Studies (JOMBS)* publishes original scholarly articles that apply business theories to the examination of media and the media industries. *JOMBS* focuses on the dynamics of media businesses broadly defined. It has a particular interest in the creation, operation, marketing, distribution and consumption of media businesses and their products, including newspapers, magazines, television, music, film, videogames, literature, advertising, digital/social/new media among others.

### ***Scope***

- *JOMBS* seeks empirical studies that contribute to the theoretical advancement of the field of media business studies, inspired, among others, by the business disciplines of advertising, communications, consumer behavior, economics, entrepreneurship, management, marketing, organizational behavior, organization studies and strategy;
- *JOMBS* accepts contributions from all methodological traditions, quantitative (experiments, surveys, modelling, etc.) or qualitative (ethnographies, interviews, case studies, etc.);
- *JOMBS* seeks rigor and thorough reporting in research design, measurement, sampling and statistical or qualitative analysis;
- *JOMBS* solicits papers with practical relevance for media industry practitioners, policy makers, consumers and other stakeholders in society.

We invite all readers and authors to join us on this journey, to be creative, to be curious, and to engage in research discussions of scholarly impact and societal relevance.

## **REFERENCES**

- Flew, T. (2013). *Global creative industries*. Chichester, UK: John Wiley & Sons Australia.
- Hesmondhalgh, D. (2013). *The cultural industries* (3rd ed.). London: SAGE.
- Küng, L. (2007). Does Media Management Matter? Establishing the Scope, Rationale, and Future Research Agenda for the Discipline. *Journal of Media Business Studies*, 4(1), 21-39. doi: 10.1080/16522354.2007.11073444

