

Table of Contents

Journal of Media Management and Entrepreneurship

Volume 1 • Issue 1 • January-June-2019 • ISSN: 2577-5103 • eISSN: 2577-5111

An official publication of the Information Resources Management Association

Inaugural Issue of Journal of Media Management and Entrepreneurship

Editorial Preface

v Datis Khajeheian, Faculty of Management, University of Tehran, Tehran, Iran

Research Articles

- 1 **Strategic Media Entrepreneurship: Theory Development and Problematization**
Sven-Ove Horst, Erasmus University Rotterdam, Rotterdam, The Netherlands
Paul Clemens Murschetz, Berlin University of Digital Sciences, Berlin, Germany
- 27 **Political Economy of Media Entrepreneurship: Commercialization and Commodification in a Digital News Media Enterprise**
Sreekala Girija, University of Hyderabad, Hyderabad, India
- 40 **Media Entrepreneurs and Market Dynamics: Case of Russian Media Markets**
Dinara Tokbaeva, University of Westminster, London, UK
- 57 **Collaborative Social Networks: Effect of User Motivation, Cognition, and Behavior on User Participation**
Yulin Chen, Tamkang University, New Taipei City, Taiwan
- 73 **Social Networking and Its Role in Media Entrepreneurship: Evaluating the Use of Mobile Phones in the Context of Online Shopping – A Review**
Syed Far Abid Hossain, School of Management, Xi'an Jiaotong University, Xi'an, China
- 87 **Communicating With Customers Using Artificial Intelligence: Enhancing the Digital Experience – An Industry Report**
Aldo van Weezel, Easybots, Santiago, Chile

Book Review

- 90 **Media Corporate Entrepreneurship: Theories and Cases**
Weijia Li, Tsinghua University, Beijing, China

COPYRIGHT

The **Journal of Media Management and Entrepreneurship (JMME)** (ISSN 2577-5103; eISSN 2577-5111), Copyright © 2019 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.