

Editorial Preface

Inaugural Issue of Journal of Media Management and Entrepreneurship

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INTRODUCTION

You have the first issue of *Journal of Media Management and Entrepreneurship* on your hand and as the editor-in-chief, I am very pleased to write this editorial for the inaugural issue. This new launch journal aims to promote the research in the field of media management and especially in the media entrepreneurship, as an area within this field. The main incentive of such targeting is the increasing interest in entrepreneurial activities in media firms that is a result of technological advances in information and communication technologies that reduced the entry barriers and dramatically lowered the cost of production and distribution.

The emerging media industry that is appearing under effect of convergence, also expanded the industry players, in the way that technology firms have become major players in the media industry and they generate more income than media firms (Cunningham, Flew and Swift, 2015). Today facebook, twitter, Instagram, amazon and uber are the major media corporates, while they do not produce media products unless a platform.

Such changes increase the importance of business practices, especially entrepreneurial activities, in media industry. Business models, revenue models, media corporate strategy, competition, merger and acquisition, ownership, and similar topics have been the major trends and subjects of research in the media journals. Also the programs in media management have changed their direction from communication to the business courses (Roshandel Arbatani et al., 2018).

In this new emerged environment of media industry, promoting the entrepreneurship in media firms is a necessity. An evidence of such claim can be seen in the recent special issues in the topic of media entrepreneurship: “media entrepreneurship in emerging markets”, “media entrepreneurship in web 3.0”, “entrepreneurship and innovation in media markets” and “digital media entrepreneurship” are some of the recent special issues in the academic journals, that support the increasing interest to the media entrepreneurship as a new field of interest.

Based on above mentioned, the *Journal of Media Management and Entrepreneurship* has been launched by support of distinguished professors and researchers in the field of media management and related areas, to encourage and support new and established scholars to study how media firms can perform competitive and more effective in configuration of available resources to exploit opportunities to be ahead of the game. For more clarity, I present the perspective of this journal to media management and media entrepreneurship as well as some other unclear and controversial concepts in this field.

The first concept that I feel it needs to be defined clearly is media management. Media management has been taught and studied from very different perspectives that ranges from communication and journalism sciences to management and business (Roshandel Arbatani et al., 2018). This variety shows the broadness and divergence of perspective on this concept. This journal adopts the business perspective about the media management, that stresses on the financial success of a media organization. Doyle (2013) argues that the focus must be put on the understanding of how the people who run media organizations make decisions about the resources and financial issues. Business aspect of

media management can be seen in the below definition that acknowledge business as the core of media management:

Media management is the ability of a manager to configure the resources to generate income and to survive and advance the organization of his/her control in a competitive market within the media industry. (Khajeheian, 2018).

Following this definition from the media management, there is a need to adopt a specific definition of media entrepreneurship. Among the various definitions of media entrepreneurship that are presented in last decade (Hoag, 2008; Achtenhagen, 2008, Khajeheian & Arbatani, 2011; Khajeheian, 2013), the most comprehensive and consensual definition has been created in a research with Delphi method and the sample of scholars agreed on this definition:

Media entrepreneurship is taking the risk to exploit opportunities (creation/ discovery) by innovative use of (radical/incremental/imitative) resources (ownership/control) in transform of an idea into activities to offer value (creation/delivery) in a media form (content/platform/user data) that meets the need of a specific portion of market (businesses or consumers), either in an individual effort or by creation of new venture or entrepreneurial managing of an existing organizational entity and to earn benefit (money/attention/favorite behavior) from one of the sources that is willing to pay for (direct consumers, advertisers, data demanders or any customer of generated information of consumers). (Khajeheian, 2017, p. 102)

This definition collects the different elements that explain the media entrepreneurship in detail.

ARTICLES IN THIS ISSUE

This issue includes five selected research articles, one book review, and one industry report.

The opening article sheds a light on under-development subject of strategic media entrepreneurship. Sven-Ove Horst and Paul Murschetz conducted a systematic literature review and problematize this topic. This article is a real development of the subject and I hope to see future researches will be based on the findings of this article. When we know that the next issue of JMME is a special issue of strategic media entrepreneurship, the importance of Horst and Murschetz's work will be more understood.

The second article in this special issue is titled "Political Economy of Media Entrepreneurship." This article is a case study of an Indian digital news enterprise, from a lens of commodification and commercialization. Sreekala sheds a light on these concepts from Gramsci and other scholars of political economy of media.

The third article of this issue investigates the opportunities and challenges of Russian media entrepreneurs. Diana Tokbaeva presents a clear image from the Russian media market and explains how transformation of post-soviet market has resulted to a concentration of ownership and growth of holdings. She also explains how digital technologies provide the media entrepreneurs an opportunity to create value and to find a footstep.

Social networks are one of the key factors in entrepreneurship. Next two articles of this issue studies social networks. Yulin Chen, in an article titled "Collaborative Social Networks: Effect of User Motivation, Cognition, and Behaviour on User Participation," used two theories of SOR and AISAS to study the factors that effect on the participation of users of a wiki. For this reason, a survey has been conducted and then simple correlation analysis and linear regression analysis has been used to show how these factors can influence on the participation of the users.

Finally, Syed Hossain investigated role of ubiquitous social networks that are available on mobile phones on promotion of entrepreneurial tendency of individuals. In a systematic literature review, he addresses three questions in regard with the role of social media on media entrepreneurship. After analysis of the articles that are published in this subject, he showed that always-on social networks

on the smartphones encourage the users to engage with co-creation process and it creates a valuable opportunity for media entrepreneurship activities.

In addition to above peer-reviewed research articles, this issue includes two non-peer reviewed articles, including one book review of *Corporate Media Entrepreneurship*, which was published in 2016 by Springer International Publisher, and one industry report.

Aldo van Weezle, is one of the first scholars that published an article in media entrepreneurship, co-authoring Min Hang (2007). He left the academic and started an enterprise on Artificial Intelligent, and started media entrepreneurship in practice. He kindly accepted my invitation to write an industry report for this first issues. “A Journey From Theory to Practice: Artificial Intelligence as a Tool for Media Entrepreneur to Enhance Customers’ Digital Experience” is his experience of doing media entrepreneurship by a researcher of media entrepreneurship. Table 1 illustrates the analysis of these five selected articles.

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Datis Khajeheian
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JMME

Table 1. Analysis of articles

Title	Level of Analysis	Method
Strategic media entrepreneurship: Development and problematization	Macro	Literature review
Political Economy of Media Entrepreneurship: An Analysis of Commercialization and Commodification in a Digital News Media Enterprise	Macro	Case study
Media Entrepreneurs and Market Dynamics: Case of Russian Media Markets	Industry	Literature Review
Collaborative social networks: Effect of user motivation, cognition, and behavior on user participation	Micro	Survey and factor analysis
Ubiquitous Social Networks as Facilitators of Media Entrepreneurship	Industry	Literature review

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