Table of Contents

Journal of Media Management and Entrepreneurship

Volume 1 • Issue 2 • July-December-2019 • ISSN: 2577-5103 • eISSN: 2577-5111

An official publication of the Information Resources Management Association

Research Articles

1 Government Regulation on the Flourishing Network Audio-Visual Entrepreneurship: Experience From the Administration in Beijing

Wenqian Xu, Linköping University, Linköping, Sweden Hongchao Hu, Renmin University of China, Beijing, China

14 Online Interactivity and Achieving Business Value Through Digital Media Entrepreneurship

James P. Gleason, Eastern Kentucky University, Richmond, USA Paul Clemens Murschetz, Berlin University of Digital Sciences, Berlin, Germany

31 Legitimacy of Crowdfunding: How Legitimacy Influences Performance of Crowdfunding Campaigns for Video Games

Jiyoung Cha, San Francisco State University, San Francisco, USA

48 An Integrative Perspective of Mobile Advertising for SMEs

Hanna Komulainen, University of Oulu, Oulu, Finland Annu Perttunen, University of Oulu, Oulu, Finland Pauliina Ulkuniemi, University of Oulu, Oulu, Finland

62 How Datafication Drives Legacy Newspapers to Change Their Advertising Model for Business Survival: The Case of elmundo.es

Luis Sangil, University of Navarra, Pamplona, Spain

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.