

Original Call for Papers

SEAMSJ 8.1:

Media Management

SEAMSJ issue 8.1 invites submissions for a special themed issue on “**Media Management**,” with a focus on the dynamic media landscapes of Southeast Asia.

Media management is an expansive field that encompasses the organization, operation, and strategic oversight of media enterprises, including traditional outlets such as television, radio, and print, as well as digital platforms, streaming services, and social media networks. Beyond the business-oriented aspects of running media companies, media management also delves into creative and operational decisions, audience engagement strategies, content monetization, and technological innovations. It plays a key role in shaping the way stories are managed, told, distributed, and consumed in an era marked by rapid digital transformation and complex socio-political environments. Effective media management is essential for aligning creative aspirations with economic sustainability and technological advancements.

In the context of Southeast Asia, media management is further nuanced by unique cultural, economic, and regulatory landscapes. From navigating censorship and state control to managing multilingual audiences and addressing local content creation, media managers in this region confront challenges and opportunities. The management of media companies in Southeast Asia requires innovative strategies to adapt to these distinctive environments. This special issue seeks to examine the approaches, strategies, and practices of media management in Southeast Asia, offering a deeper understanding of the ways management shapes the media industries across the region.

Moreover, media management in Southeast Asia intersects with broader regional dynamics such as ASEAN’s push for digital integration, the influence of international streaming giants, and the rise of hyperlocal content tailored to specific communities. These dynamics demand management approaches that balance global industry trends with local values and practices. Successful media management ensures that media enterprises remain commercially viable while staying culturally relevant. Understanding these complexities provides critical insights into the evolving role of media management in shaping public discourse, identity, and development across the region.

AREAS OF INTEREST

Abstracts should examine media management in Southeast Asian contexts, presenting either practical insights or theoretical perspectives. Topics of interest may include:

1. **Regulation and Policy:** Media laws, censorship, and their impact on media operations.
2. **Digital Transformation:** Transition from traditional to digital media and its implications for management.

3. **Audience Analysis and Engagement:** Strategies for managing diverse and multilingual audiences.
4. **Monetization and Revenue Models:** Advertising, subscriptions, and alternative revenue streams in media enterprises.
5. **Crisis Management:** Navigating political, social, and economic upheavals within media organizations.
6. **Local Content Production:** Managing the balance between global trends and regional storytelling traditions.
7. **Media Ethics and Corporate Social Responsibility:** Balancing profitability with ethical practices and social impact.
8. **Human Resource Management:** Talent acquisition, retention, and diversity in media companies.
9. **Technology and Infrastructure:** The role of AI, big data, and digital tools in modern media management.
10. **Cross-Border Media Operations:** Regional collaborations and the globalization of Southeast Asian media.
11. **Cultural Adaptation in Media Management:** Addressing cultural sensitivities while maintaining content authenticity.
12. **Sustainability in Media Enterprises:** Implementing eco-friendly practices and ensuring long-term viability of media organizations.

We welcome submissions that engage critically with these and related areas media management in Southeast Asian contexts.

ABSTRACT GUIDELINES

- Title: 5 to 12 words
- Length: 200-250 words
- Content: Include major elements such as background, scope, research focus, research method(s), key argument(s), and significance of the study. If already known, include key findings and implications. Avoid quotations in the abstract.
- Keywords: 4 to 5
- References: Short list of 5 key works to be referenced in the full paper
- Short bio: 150 words, including affiliation, degrees, and work experience
- Language: American English or British English
- Font: Arial, size 11, 1.5 line spacing

PAPER GUIDELINES (for accepted abstracts only!)

- Title: 5 to 12 words
- Length: 5,000 to 6,000 words (excluding abstract and references)
- References: 20 to 40 (80% from 2019 to 2025)
- Short bio: 150 words (separate on final page)
- Font: Arial, size 11, 1.5 line spacing
- Paragraphs: Do not indent paragraphs; put one empty line between paragraphs
- Pagination: Page numbers in the lower right corner
- Style: **Chicago Manual of Style**
https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html
https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html
- Figures: A maximum of 3 graphic images (figures) of excellent quality
- Tables: A maximum of 3 tables of excellent quality
- Language: American English or British English
- File: MS Word file (no PDFs)
- Samples: See <https://seamsa.org/seamsjournal/> for published journals

IMPORTANT DATES

- June 1, 2025: Abstract submission opens
- **July 1, 2025: Abstract submission deadline**
- Aug. 1, 2025: Notification of accepted abstracts
- Oct. 1, 2025: Full paper submission deadline
- Dec. 1, 2025: Notification of double-blind peer review results
- Jan. 1, 2026: Revised full paper submission deadline
- Feb. 1, 2026: Target publication date

SUBMISSION AND INQUIRIES

Submit abstracts and direct all inquiries to **Dr. Alexander J. Klemm, SEAMSJ editor-in-chief**, at eic.seamsj@gmail.com. Put **[SEAMSJ 8.1 MM]** in the email subject line.