

THE WMEMC NEWS

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WORLD
MEDIA
ECONOMICS
& MANAGEMENT
CONFERENCE

10th WORLD MEDIA ECONOMICS & MANAGEMENT CONFERENCE

THESSALONIKI, 23-27 MAY, 2012



MEDIA CONFERENCE ARRIVES IN THESSALONIKI

It is now officially confirmed!
The Media Economics & Management Conference 2012
will be held in Thessaloniki, Greece.

After Stockholm (Sweden), Zurich (Switzerland), London (UK), Pamplona (Spain), Turku (Finland), Montreal (Canada), Lisbon (Portugal), Beijing (China) and Bogota (Colombia), the conference will finally head to a special Mediterranean destination.

The 2012 Media Economics & Management Conference, a biennial meeting of the global community of media business bringing together scholars to reflect on contemporary issues in the economics and manage-

ment of media industries and firms, aims to provide to the provide once again a platform for creative meeting of academics in the media sector.

Taking place for the first time in Southeastern Mediterranean, the organizers of the 2012 conference, the Aristotle University of Thessaloniki and the Economic University of Athens, look forward to welcoming representative scholars and professionals from this broader geographical area in or-

der to engage their research and practice in an interaction with the global scenery. Participants should expect to discover a beautiful city, full of life, Thessaloniki: urban space, historic monuments, city neighborhoods, busy streets, traditional tavernas, cultural events, panoramic views and a marvelous waterfront are elements that mould Thessaloniki's physiognomy, elements to be seen during the Media Economics & Management Conference 2012.

CONFERENCE DATES 2 REMEMBER

May 23-27 May, 2012

10th World Media Economics
& Management Conference

November 1st, 2011

Paper Submission Deadline

January 15th, 2012

Paper Acceptance Letter

February 17th, 2012

Deadline for Early Registration



Port of ideas International Crossroad
 Cultural Adventure Gastronomic extravaganza
 Endless vivacious waterfront Local tradition
 and urbanity Never-ending diverse nightlife

THESSALONIKI A CULTURAL FUSION OF THE PAST on a contemporary canvas

Dating back to the Hellenistic Times, Thessaloniki has always been the epicentre of great developments, processes and events, being a principal gateway from the Mediterranean to the Balkans and Central Europe. Founded in 315 B.C. on the site of earlier prehistoric settlements, the Hellenistic City developed an increasingly important role as part of the Kingdom of Macedonia and later on the first Roman Tetrarchy.

The Byzantine and Ottoman Times were those that defined the city's character: Thessaloniki was the second city of the Byzantine Empire, playing a leading spiritual and artistic role in the Balkans, frequently taking the lead in the secular and theological thinking of the age. The monuments surviving from that period are representative of the Byzantine culture and art over the centuries and Thessaloniki is regarded as an open museum of Byzantine art. Furthermore, the city prospered as a trade and business centre of the Ottoman Empire, and was defined by the multi-ethnic populations that resided and set out in the area. Thessaloniki was historically known for its prominent communities of Jewish, Turks, Serbs, Bulgarians that lived together with the Greeks for centuries.

In the beginning of the 20th century, this canvas was enriched by the advent of Greek refugee populations from Asia Minor that settled here and diffused new cultures, ethics, customs, and tastes in society.

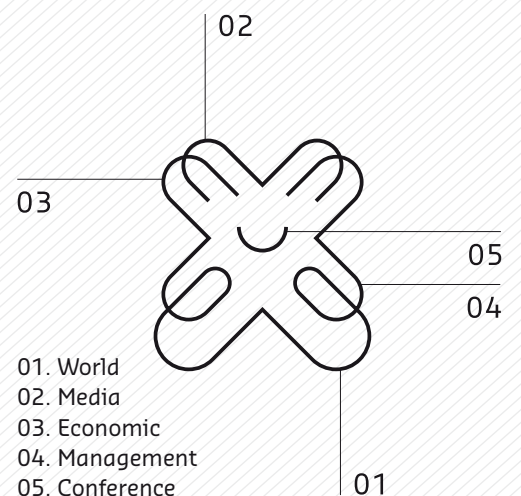
That was also the period when Thessaloniki was incorporated in the Greek State (1912) and when later (1917), a destructive fire, swept away the historic city centre. The contemporary image of Thessaloniki is a natural consequence of that period: the newcomers became the media for the contemporary future and Thessaloniki prospered again in social, economical and cultural terms.

Thessaloniki through its history has been a melting pot of diverse cultures, religions and traditions and the city's multi-cultural heritage and profile was shaped by the work and deeds of emperors, saints, apostles, philosophers and thinkers, but also by its local residents, its refugees and immigrants. Thessaloniki, sometimes covered by the thick mist, sometimes stormed by the heady wind "Vardaris", yet always defined by its flairs and flavours, is nowadays an economic and cultural center, a vibrant focal point for the Balkans and a geographic landmark between the Eastern & Western Civilization. **Although penetrated by stories of joy and sorrow of the past, today the city enjoys a vibrant urban life, enriched by the largest student community in Greece, the increasing cultural production by numerous museums, organisations and smaller urban collectives and finally by the exquisite physical location that through time has enabled openness an inspiration.**



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CONFERENCE LOGO ////////////////



Organizers



Department of Journalism & Mass Communication
 Department of Economics
Aristotle University of Thessaloniki

Conference Management



Co-Organizers



Department of Marketing & Communication
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