

Research Themes in Information Systems & Management Research in Creative eMedia Industries

Artur R. Lugmayr
EMMi Lab., Tampere Univ. of
Technology (TUT)
POB. 553, Korkeakoulunkatu 1
FIN-33100 Tampere, Finland
+358 40 821 0558
artur.lugmayr@tut.fi

ABSTRACT

Within the scope of this paper a basic set of research leads in information systems and management research in creative eMedia industries are investigated to develop the new research area of IS&M in Creative eMedia industries as intersection between research in creative industries, IS&M, and eMedia technologies. The paper revises information systems and management research on general level. This is followed by positioning creative eMedia industries and the development of a suitable categorization model. Particular research areas and themes are identified, and briefly described. The paper closes by discussing the topic matter, and concludes that there is a need for a coherent approach in information system and management research in creative eMedia industries.

Categories and Subject Descriptors

K.6 [Management of Computing and Information Systems]: General – *Economics*, Project and People Management, Installation Management, Software Management, System Management

General Terms

Management, Economics, Experimentation, Security, Human Factors, Theory.

Keywords

Information systems and management, eMedia, creative media industries, media technology.

1. INTRODUCTION

Information systems and management research seeks to investigate how IT systems and infrastructures support business activities and functions, as well as which methods can support a continuous research of these (see e.g. [7]). Creative industries on the other hand, refer to an industry branch, where knowledge and information creation is in the foreground. A particularity of creative industries is the creative creation processes of goods and services through resourceful individuals. In particular media industry is an example of this type of industries. Media industry differs from other industries, and requires a completely different approach in the investigation of IT systems and infrastructures

Permission to make digital or hard copies of all or part of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. To copy otherwise, or republish, to post on servers or to redistribute to lists, requires prior specific permission and/or a fee.

Conference '10, Month 1–2, 2010, City, State, Country.
Copyright 2010 ACM 1-58113-000-0/00/0010 ...\$15.00.

due to its different business models, focus on creative content products, workflows, different working culture, conduct, and structure. Nevertheless, as of today, there exists a numerous set of technologies, methods, and possibilities emerging from the wider field of eMedia, as e.g. production techniques, social network analysis, or distribution technologies. Thus eMedia industries can be seen as a subset of creative industries applying electronic [and/or] digital media in various forms.

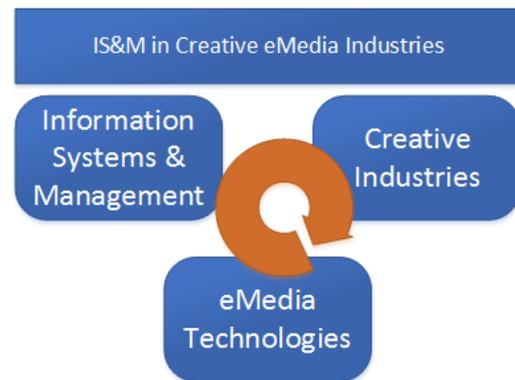


Figure 1. Intersecting IS&M, creative industries, and eMedia technologies – IS&M in Creative eMedia Industries

The overlap of these three fields promise a rather interesting newly emerging research field. Within the context of this research work, we investigate a few basic research areas that are emerging from bringing these three viewpoints together, as depicted in Figure 1. A thorough introduction into the topic has been contributed in a set of publications and scientific workshops: [1], [2], [3], [4], and [5].

2. INFORMATION SYSTEMS AND MANAGEMENT RESEARCH

Information systems and management research addresses in particular the “organizational design as well as system design activities of information systems” [6] through a “research of methods and theoretical lenses to explore phenomena of interest” [7]. Several frameworks have been contributed to allow a systematic approach for research (as e.g. [8]).

3. CREATIVE eMEDIA INDUSTRIES

Creative industries deals with the wide “range of economic activities which are concerned with the generation or exploitation of knowledge and information [...in particular...] cultural industries [...or...] creative economy” [9].

Positioning creative industries is rather tricky, and different models exist, as compiled in [10]: e.g. the UK DCMS model, symbolic text model, content circles model, and the WIPO copyright model. To allow a more inclusive model, which also extends towards the application of eMedia in particular industrial contexts and settings, we position creative eMedia wider, and define creative industries as described in Table 1.

Core eMedia Industries	Wider Creative eMedia Industries	Industries Applying eMedia Technology
Advertising	Clothing & Footwear	Sports
Collective Societies	Toys	Consumer Electronics
Film & Video	Learning & Education	Household Goods
Music	Crafts	Gastronomy
Performing Arts	Festivals	Musical Instruments
Publishing	Live & Events	Recreation
TV & Radio	Theatre	Jewelry
Visual & Graphic Arts	Museums & Libraries	Car Industry
Video & Computer Games	Heritage & Archeology	Tourism
Fashion & Design	Ambient & Ubiquitous Media	Urban Environments
Architecture		Mobile Industries

Table 1. Model for Positioning Creative Industries

4. RESEARCH AREAS & THEMES

Table 2 reflects on the different research areas in a top-down approach. However, as creative eMedia are situated in the creative sector, the main focus is solely in the digital and electronic domain.

Top Level Research Area
Core eMedia Industry Technology and Information Systems
Content Pre-, Post-, and Production Information Systems
Distribution and Consumption Information Systems
Information Systems in eMedia Organizations
Methods and Techniques for Investigating IS&M in Industries
Core eMedia Industries IS&M
Wider Creative eMedia Industries IS&M
Industries Applying eMedia Technology IS&M
eMedia Segment Specific IS&M (e.g. Semantic Ambient/Ubiquitous Media, Advertising, Gaming, TV&Film)
IS&M for particular eMedia industry business activities (e.g. CRM, DRM, HR, Finance, Sales & Marketing)
Workflow and Asset Management inside eMedia Industries
IS&M in Business Processes in eMedia Industries
Application of eMedia IS&M in Other Industrial Areas
IS&M Supporting Management Activities in eMedia Industries

IS&M on Strategic, Management, Knowledge, and Operational Level in Creative eMedia Industries

Table 2. Research Areas & Themes in IS&M Research in Creative eMedia Research

5. CONCLUSIONS

To investigate these issues further, we are currently in the process of establishing a new *Special Interest Group (SIG)* within the *Association for Information Systems (AIS)* as well as our open access Journal and Series “*International [Journal/Series] on Information Systems and Management in Creative eMedia*” published by the *Ambient Media Association (AMEA)* [11].

REFERENCES

- [1] A. Lugmayr, “Brief introduction into information systems & management research in media industries,” *Multimedia and Expo Workshops (ICME), 2013 IEEE International Conference on*, 2013.
- [2] A. Lugmayr, C.D. Zotto, and G. Loewe, eds., *Convergent Divergence? - Challenges for Media Convergence for Management and Technology Developer*, Springer-Verlag, 2013.
- [3] A. Lugmayr, T. Huhtajarju, and J. Makela, “Towards an Information Management Perspective in Media Industry - Developing the Field of Media Business Information Management on the Example of Social Customer Relationship Management (CRM),” *European Media Management Education Association Conference 2013 - Digital Transformations and Transactions in Media Industries*, Bournemouth, UK: 2013.
- [4] A. Lugmayr and E. Stojmenova, “1st Workshop on Defining a European Research Agenda on Management Information Systems in eMedia Industries - information Management & Systems in Media, Entertainment, Art, Education, and Culture Industries (MIS-Agenda@eMedia),” *26th Bled eConference: Challenges and Impacts for Individuals, Organizations and Society*, D.L. Wigand, C. Carlsson, R. Clarke, A. Pucihar, and M.K. Borštnar, eds., University of Maribor, 2013.
- [5] A. Lugmayr, C.D. Zotto, and G.F. Lowe, “Convergent Divergence - Cross-Disciplinary Viewpoint on Media Convergence,” *European Media Management Education Association Conference 2013 - Digital Transformations and Transactions in Media Industries*, Bournemouth, UK: 2013.
- [6] J.C. Henderson and H. Venkatraman, “Strategic alignment: Leveraging information technology for transforming organizations,” *IBM Systems Journal*, vol. 38, 1999, pp. 472–484.
- [7] “Association for Information Systems (AIS)” Available: <http://ais.site-ym.com/>.
- [8] A.R. Hevner, S.T. March, J. Park, and S. Ram, “Design Science in Information Systems Research,” *MIS Quarterly*, vol. 28, 2004, pp. 75–105.
- [9] Wikipedia, “Creative Industries” Available: http://en.wikipedia.org/wiki/Creative_industries.
- [10] U.N. (UN), “Creative Economy Report 2013,” 2010 Available: http://unctad.org/en/Docs/ditctab20103_en.pdf.
- [11] “Ambient Media Association (AMEA)” Available: <http://www.ambientmediaassociation.org>.