

International Research Conference on Media and Communication In the 21st Century Governance - 2021

Monday 28 March 2022 - Tuesday 29 March 2022

Scientific Programme

Media Economics and Management

Cross innovation for emerging media start-ups, Cross collaboration and team management in media, Cross-innovation as an economic value, Trust and Ethical issues related to emerging technologies, Critical research on the societal impact of cross-innovation on media industry, Emerging technologies and business model innovation in media industry

Strategic Communication in a Post-COVID world

Change management, Stakeholder engagement, Data monitoring, analysis and reporting for strategic communication, Crisis communication and Reputation management, Leveraging technology for growth amidst pandemic

Risk, Stigma and Health Communication

Communicating Mental Health, Doctor-Patient Communication, Intercultural communication and Stigmatisation, Digital Public Health communication, Behaviour change Communication, Prevention and Risk communication

Film Making, Monetization and Sustainability

Film making, innovation and entrepreneurship, Cross-innovation as value in film-making, Digital economy, Investment trends and patterns in film making, Innovative business models for emerging technology-based services in film