

1. Record Nr.	UNINA9910158704503321
Titolo	Information Systems and Management in Media and Entertainment Industries // edited by Artur Lugmayr, Emilija Stojmenova, Katarina Stanoevska, Robert Wellington
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-49407-4
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (338 pages) : illustrations, photographs
Collana	International Series on Computer, Entertainment and Media Technology, , 2364-9488
Disciplina	302.230973
Soggetti	Computer networks Business information services Computer Communication Networks IT in Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	An ARTISAN perspective for software development, commercialization and artistic cocreation: a case study -- Multi-Screen Viewing and Contents: Understanding Connected TV -- Information and Communication Technology for Government by Design: the New Digital Media, Actors, Creative Influences, and Fields of Play -- The Strategic Role of Communication Standards for Media Companies -- "Own-it": Management Intellectual Property Processes via the Activity Table in Creative Industries -- Creative Co-production: The Adaption of Open Innovation Model in Creative Industries -- Marshall McLuhan, affordance, mapping, and human computer interaction in interactive media -- Towards a personalized and context-dependent user experience in multimedia and information systems -- Using Social Media as a mechanism to consolidate the organizational memory: insights from the Attention Based View of the Film Theory -- System analysis and design: Literature Review and model example -- Digital production pipeline for virtual cultural heritage applications using interactive storytelling -- Automated Augmented Reality Content Creation for Print Media -- Issues of e-collaboration and knowledge

management in media industries -- Model-Drive Design of eMedia: Virtual Technology Transfer Office -- The Impact of Fluid Publishing on Media Information Management: A survey of the latest journalistic trends as data-driven journalism, journalism as process and metrics-driven journalism -- Determining the benefit of interactive videos in the health sector: validating a custom measurement instrument.

---

Sommario/riassunto

This book defines an agenda for research in information management and systems for media and entertainment industries. It highlights their particular needs in production, distribution, and consumption. Chapters are written by practitioners and researchers from around the world, who examine business information management and systems in the larger context of media and entertainment industries. Human, management, technological, and content creation aspects are covered in order to provide a unique viewpoint. With great interdisciplinary scope, the book provides a roadmap of research challenges and a structured approach for future development across areas such as social media, eCommerce, and eBusiness. Chapters address the tremendous challenges in organization, leadership, customer behavior, and technology that face the entertainment and media industries every day, including the transformation of the analog media world into its digital counterpart. Professionals or researchers involved with IT systems management, information policies, technology development or content creation will find this book an essential resource. It is also a valuable tool for academics or advanced-level students studying digital media or information systems.

---