



Awarded COFAS Marie Curie fellows – For the FIIP programme



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Project: The changing world of media workers – impact of the digital revolution on organizations and employees of media companies world of media workers – impact of the digital revolution on organizations and employees of media companies

Abstract: For approximately two decades, media professions have been experiencing major transformations of the companies they work for and the communication environment. Today anyone can claim to be a journalist, communication professional or film creator. In many cases media workers can no longer assume that their “professionalism” has a secure value, their work environment affected by digital and cultural convergence are being challenged by new creative and commercial pressures. At the same time media organisations adapt to the new work environment and competitive conditions. The question posed in this research aims to investigate the effects of digital revolution on both entities – media workers and media organizations. This project seeks to analyze and examine the work and organisational practice in the media sector on three levels of aggregation macro (regulations, technology, competition), meso (culture, strategies, policies) and micro (interactions, relationships, networks). The main goal of this project is to analyze the extent to which the digital revolution has cut through structures of media work in adapting organizational practice. The output of this project is expected to be useful for media professionals, media organizations and policy makers to devise adequate response in the form of strategies and policies that will bring about social and economic values.

Career plan: I am doing my research at Jönköping International Business School (JIBS) since February 2011 and so far this has been a tremendous experience. COFAS support allows me to carry out my independent research and at the same time be a part of an excellent research institution in Sweden. My long term career goals is to establish myself as a researcher in the field of media management, with an in-depth understanding of working conditions of media professionals. This post-doctoral fellowship fits perfectly with this objective. Even though only few months have passed, I can already say that the academic environment of JIBS is enhancing my way of doing research and personal research productivity.