

📌 Call for Papers Alert! 📌

Diasporic Media Special Issue in the Journal of Media Business Studies

Excited to invite submissions for a special issue of the **Journal of Media Business Studies** on "Diasporic Media: Business Models, Audiences, and Innovation."

This issue will explore how diasporic communities engage with media, their entrepreneurial contributions to media innovation, and challenges/strategies for their representation in legacy media. It's a critical area shaping the future of media!

Guest Editor: Eylem Yanardagoglu, Macromedia University

Submission Deadline: October 24, 2025

Inspired by the European Media Management Association's (EMMA) "emmahub workshop" held in Berlin (November 13-15, 2024), this special issue in the *Journal of Media Business Studies* addresses the intersection of media management and migration. Diasporic communities, defined as groups of individuals who maintain cultural, social, or emotional ties to their country of origin while living abroad, present unique opportunities and challenges for the media industry. Despite their growing presence in Europe's diversifying societies, the media needs of these communities are often inadequately addressed: they typically remain underrepresented or misrepresented in mainstream media coverage, and their specific interests are often not catered to. However, diasporic audiences also contribute significantly to media innovation through their entrepreneurial efforts to develop media offerings targeting their needs and fostering integration into their host societies. They also contribute to diverse consumption patterns.

This special issue aims to improve academic understanding and inform industry practice by focusing on the economic conditions and managerial as well as business consequences of effectively serving and representing diasporic communities. It will explore the creative and economic potential tapped by new media entrepreneurs, content creators, and established media companies from both the countries of origin and the host countries.

Scope and Possible Topics:

This special issue invites submissions that examine topics such as:

- Diasporic Audiences and Consumption Patterns:
 - How do diasporic communities/audiences engage with mainstream and alternative media?
 - What are the emerging trends in content preferences and distribution platforms among diasporic audiences?

- How and why do diasporic media consumption patterns differ from those of the general population in the host country?
- Media Entrepreneurship and Innovation by and/or for Diasporic Communities, explaining:
 - Case studies of successful media startups founded and led by members of the diaspora.
 - Business models that effectively cater to the unique needs and preferences of diasporic audiences.
 - The role of technology and digital platforms in facilitating media entrepreneurship within diasporic communities.
- Representation and Inclusivity in Legacy Media:
 - Analysis of the barriers to equitable representation of diasporic voices and perspectives in traditional media institutions (e.g., news outlets, television networks).
 - Strategies for fostering inclusivity through diverse hiring practices, content development, and partnerships with diasporic communities.

Submission Guidelines:

- Submission deadline: 24 October 2025. Submissions will be handled on a rolling basis.
- Authors of selected submitted papers will be invited to a paper development workshop hosted at the Media, Management and Transformation Centre, Jönköping International Business School, Sweden, 20-21 November 2025.
- Submissions follow the author guidelines for the Journal of Media Business Studies ([Submit to Journal of Media Business Studies](#)).
- Submission Process: Submit manuscripts electronically through the journal's online submission system. The system can be accessed from the journal's webpage ([Journal of Media Business Studies | Taylor & Francis Online](#)).
- Peer Review: All submissions will undergo an initial check by the editor-in-chief and the special issue editor. Submissions of high quality and a good fit with the special issue topic will undergo a double-blind peer-review process.

Expected Contributions:

This special issue aims to:

- Advance scholarly understanding of the economic and cultural contributions of diasporic communities to the media industry.
- Provide actionable insights for media managers, policymakers, and industry professionals to foster inclusivity and innovation.
- Highlight best practices for balancing commercial and ethical imperatives in media production and management within the context of diasporic communities.

Contact:

For any inquiries regarding the special issue, please contact the special issue editor Eylem Yanardagoglu (e.yanardagoglu@macromedia.de) or the editor-in-chief Leona Achtenhagen (acle@ju.se).

We look forward to your innovative contributions!

#MediaStudies #Diaspora #MediaBusiness #AcademicPublishing #MigrationStudies
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