

THE IMPORTANCE OF FOLLOWING AN ENTREPRENEURIAL APPROACH IN MEDIA FIRMS

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ABSTRACT

The media industry is still dominated by old players who are large governmentally supported firms which cover national and international news. Generally, this news is either provided or promoted by political parties who have political intensions and might change the real news on their benefits (Tajpour et al., 2015, 2019). Nevertheless, after the emergence of fast-growing media startups in the past decade, several significant changes have been introduced, and the competition arena is changing dramatically (Salamzadeh, 2015). Players like Netflix are among the most famous ones in this scenery. But what makes such companies different? Is this their innovative business models? Is this their proactive behaviour? Or there is something more substantial? Recent research in the fields of entrepreneurship and media studies has revealed that entrepreneurial aspects of the founders of these firms are of paramount importance (Radovic Markovic and Salamzadeh, 2012). Issues like exploiting entrepreneurial opportunities (Salamzadeh et al., 2019 a), increasing user engagement, improving innovative activities (Salamzadeh et al., 2019 b) and the like are among the most critical changes in the media markets. This is why large companies are working hard to invest on media startups and establish spinoffs to become abler to compete with these emerging competitors which could be facilitated by entrepreneurial universities (Salamzadeh et al., 2013, 2015). Therefore, this editorial invites interested authors to concentrate on the entrepreneurial aspects of the media firms and as the journal is focused on communication studies as well, it will draw the attention of potential readers and policymakers. Especially, as the politicians are currently supporting larger media firms, such an approach could help them survive these organizations by devising corporate entrepreneurial policies and facilitating the entrepreneurial change in those organizations (Radovic Markovic and Salamzadeh, 2018). Moreover, by improving entrepreneurial behaviour in those organizations, the employees will become more capable of making creative and innovative decisions regarding the business. By the way, another consideration is handling organizational issues like keeping work-life balance and training the employees (Khahande Karnama et al., 2017; Salamzadeh et al., 2014, 2019 c). Last but not least is concentrating on internal and external corporate venturing, which makes them able to invest in profitable small media firms (Salamzadeh and Kawamorita, 2015; Salamzadeh and Radovic Markovic, 2018). Finally, I would like to invite the interested authors to submit their research papers to the Journal of Organizational Culture, Communications and Conflict.

Keywords: Media firms, Entrepreneurship, Entrepreneurial behavior

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