
JMM – The International Journal on Media Management



Editorial

Dear Reader

Welcome to the opening issue of the new journal *JMM – The International Journal on Media Management*. Edited by the Institute for Media and Communications Management of the University of St. Gallen, Switzerland, the journal is dedicated to investigating the development and management of new media and innovations in worldwide communications. You are warmly invited to visit our website (www.mediajournal.org) for access to the digital archive of journal's in-depth reporting.

This journal focuses on the fundamental changes that the new media and communications technologies have made to enterprises, organizations and society. We are witness to how different media competencies and skills are melting together in a rush. New intermediaries and new customer communities demand novel business policies and pose questions of economic, managerial, judicial, political, and social management. The convergence of me-

dia accentuates the need for scientific penetration and for rigorous methods to understand, control and develop this new, computer based industrialization. We are confronted with a range of new research questions. From the theoretical side, the development of the new media is the result of the formalization of logic, rational management in enterprises, and the development of formal languages; from the practical side, the reconstruction of computer-based manufacturing has left mere tool production and has begun to redesign entire business processes, trading, and other structures which must be understood not only technically, but increasingly as social systems. New media are more than just new channels, they offer an organizational space and virtual living place for new communities. Thus, besides the theoretical penetration of the phenomenon, we are challenged to increase our knowledge about the management of media, about the new communities and their communication relations.

The new journal *JMM – The International Journal on Media Management* strives to become a key forum for advancing the understanding and practice of media and communications management. It is a peer-reviewed, multidisciplinary journal written and read jointly by practitioners and academics.

We hope you enjoy our new journal and we welcome your comments.

Sincerely

Beat F. Schmid, Peter Gomez, Peter Glotz
Editors

Dörte Wittig
Executive Editor

