Universität St.Gallen

Dr. Oec. Bozena Izabela Mierzejewska

University of St.Gallen
Institute for Media and Communications Management
Blumenbergplatz 9
9000 St. Gallen
Switzerland

publications

version: 22.05.2012; citation format: APA 5

journal paper

Mierzejewska, B. I. (2010). JMM Forum: directions in current media management research. The International Journal on Media Management, 12(1 & 2), 15.

Mierzejewska, B. I. (2010). Responding to disruptive innovations in book publishing - threat or opportunities. The International Journal of the Book(15), 1.

Schmid, B., Glotz, P., Xu, Y., Mierzejewska, B. I., & Haes, J. (2004). Editorial. The International Journal on Media Management, 6(1/2), 1.

Mierzejewska, B. I. (2003). Challenges to the international communication regulation. Economic Papers, 34(1), 117-126.

Schmid, B., Glotz, P., Gomez, P., & Mierzejewska, B. I. (2002). Editorial. The International Journal on Media Management, 4(1), 3.

Schmid, B., Glotz, P., Gomez, P., & Mierzejewska, B. I. (2002). Editorial. The International Journal on Media Management, 4(2), 65.

Schmid, B., Glotz, P., Mierzejewska, B. I., & Herrmann, A. (2002). Editorial. The International Journal on Media Management, 4(4), 201-202.

Schmid, B., Mierzejewska, B. I., Glotz, P., Burkert, H., & Zimmermann, H. D. (2002). Editorial. The International Journal on Media Management, 4(3), 143-144.

Schmid, B., Glotz, P., Mierzejewska, B. I., Gomez, P., & Wittig Christ, D. (2001). Editorial. The International Journal on Media Management, 3(1), 3.

Schmid, B., Glotz, P., Mierzejewska, B. I., Gomez, P., & Wittig Christ, D. (2001). Editorial. The International Journal on Media Management, 3(2), 55.

Schmid, B., Glotz, P., Gomez, P., & Mierzejewska, B. I. (2001). Editorial. The International Journal on Media Management, 3(4), 191.

thesis

Mierzejewska, B. I. (2008). The eco-system of academic journals, University of St. Gallen, Thesis. Bamberg: Difo-Druck.

book

Mierzejewska, B. I. (2010). Ecology of academic journals: managing academic journals to meet scholars' needs. Oxford: Chandos.

book chapter

Mierzejewska, B. I. (2010). Media management theory and practice. In Managing Media Work (pp. IV). London: Sage.

Mierzejewska, B. I. (2008). "Barbarians at the gate" - disruptive innovation and book publishing. In Die Zukunft der Gutenberg-Galaxis. Wunderlich, Werner; Schmid, Beat (Hrsg.) (pp. 99-116). Bern Stuttgart Wien: Haupt Verlag. - ISBN 978-3-258-07285-2.

Mierzejewska, B. I., & Hollifield, C. A. (2006). Theoretical Approaches in Media Management Research. In Albarran, A., Chan-Olmsted, S. M., & Wirth, M. O. (Eds.), Handbook of Media Management and Economics (pp. 37-66). Mahwah, New Jersey: Lawrence Erlbaum Associates. - ISBN 0-8058--5004-X.

Mierzejewska, B. I. (2001). Media Policies (original Polish title: Polityka medialna). In Media, Communication and Electronic Business (Original Polish title: Media, Komunikacja i Biznes Elektroniczny) (pp. 227-238). Warsaw: Difin, Publishing. - ISBN 83-7251-115-2.

Mierzejewska, B. I. (2001). Research methods in media studies (original Polish title: Metodologia badan mediow). In Media, Communication and Electronic Business (Original Polish title: Media, komunikacja i biznes electroniczny) (pp. 69-79). Warsaw: Difin Publishing. - ISBN 83-7251-115-2.

Mierzejewska, B. I. (2000). Development of the Polish media market. In Poland 2000 (pp. 552-555). Warsaw, Poland: PWN.

Mierzejewska, B. I. (2000). Introduction to Media Policy Analysis (original Polish title: Polityka medialna - wprowadzenie). In Introduction to Communication Sciences (original Polish title: Wprowadzenie do nauk o kommunikowaniu). Warsaw, Poland: Warsaw School of Economics Press.

Jung, B., & Mierzejewska, B. I. (1996). Tourism Education in in Poland - an overview. In Tourism in Central and Eastern Europe: Educating for quality. Tilburg, The Netherlands: Tilburg University Press. - ISBN 90-361-9956-5.

conference paper

Mierzejewska, B. I. (2010). Digitalisation and its Impact on Traditional Business Models for Book Publishing. In , pp.2.

Mierzejewska, B. I. (2008). The disruptive innovation of e-books and its effect on publishing companies. In , pp.26: Chandos Publishers.

Mierzejewska, B. I., & Arampatzis, A. (2005). The Role of Media Leaders in Online News Environments: How They Manage Change, Innovations and Human Resources. In .

Mierzejewska, B. I., & Murschetz, P. (2004). Cinema Distibution and Exhibition in Austria - An analysis of the Economics of the Market Failure and Imperfect Competitition. In .

Albarran, A., & Mierzejewska, B. I. (2004). Media Concentration in USA and Europe - a comparative approach. In .

Mierzejewska, B. I. (1996). Image of the Businessman in the Polish Press. In .

book review

Mierzejewska, B. I. (2009). Book review of The Internet and The Mass Media by Küng, L., Picard, R. & Towse, R. The International Journal on Media Management, 11(3 & 4), 99.

Mierzejewska, B. I. (2005). European Television Industries. IJMM - The International Journal on Media Management, 7(3&4), 160-161.

Mierzejewska, B. I. (2004). Strategic Responses to Media Market Changes. IJMM - The International Journal on Media Management, 6(1&2), 146-147.

Mierzejewska, B. I. (2002). Regulating the Global Information Society. IJMM - The International Journal on Media Management, 4(2), 134-135.

Mierzejewska, B. I. (2001). Managing in the Media. JMM - The International Journal on Media Managment, 3(2), 132-133.

working report

Schmid-Isler, S., & Mierzejewska, B. I. (2003). Die NetAcademy on Media Management und das JMM - The International Journal on Media Management. Schlussbericht Phase 7 (2002) und Abschlussbericht (1997-2002).

Schmid-Isler, S., & Mierzejewska, B. I. (2002). The NetAcademy on Media Management, Annual Report, Phase 6 (Schlussbericht Phase 6): =mcminstitute internal report.

presentation

Mierzejewska, B. I. (2009). The eco-system of book publishing. Presented at Seventh International Conference of the Book, Edinburgh, UK.

Mierzejewska, B. I. (2009). The eco-system of book publishing. Presented at The Interantional Conference of the Book, Edinburgh, Scotland.

Mierzejewska, B. I. (2005). Publishing Scholarly Journals - Trends and Developments, Special Focus on Open Access. Presented at Deutscher Bibliothekartag, Düsseldorf, Germany.

Mierzejewska, B. I. (2000). Globalization and the European Media Policies. Presented at European Leisure Studies Winter University, Viana de Castello, Portugal.

Mierzejewska, B. I. (1999). European Media Policies. Presented at European Leisure Studies Winter University, Kazimierz, Poland.