

Table of Contents

Journal of Media Management and Entrepreneurship

Volume 3 • Issue 1 • January-June-2021 • ISSN: 2577-5103 • eISSN: 2577-5111

Research Articles

- 1 **Socially-Responsible Marketing Communications: Concerns, Strategies, and Initiatives**
Pratap Chandra Mandal, Indian Institute of Management, Shillong, India

- 18 **Print Media Management and Ethical Advertising Under Recession: A Content Analysis of Advertising in Two Daily Newspapers in Nigeria**
Udo Usiere Akpan, Heritage Polytechnic, Nigeria

- 29 **Social Media Competitive Analysis and Text Mining: A Facebook Case Study in a Local Television Market**
Miao Guo, University of Connecticut, USA

Copyright

The **Journal of Media Management and Entrepreneurship (JMME)** (ISSN 2577-5103; eISSN 2577-5111), Copyright © 2021 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *Journal of Media Management and Entrepreneurship* is indexed or listed in the following: Google Scholar