

THE CENTER

The Center for Spanish Language Media began operation on September 1, 2006, thanks to initial funding of \$1.25 million over a five-year period from the Board of Regents at The University of North Texas. The Center is housed within the award-winning Department of Radio, Television and Film, recognized as one of the top eight programs in the nation for broadcasting and film.

The Center has a three-fold mission of providing education, conducting and disseminating research, and offering professional development opportunities to existing Spanish Language Media practitioners.



CENTER FOR SPANISH LANGUAGE MEDIA UNIVERSITY OF NORTH TEXAS™

Presents

Media Issues in Latin America:

Argentina

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Hispanic and Global Studies Initiatives Fund

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DATE: MARCH 31, 2008

TIME: 7:00 PM

PLACE: RTFP 184

CALENDAR OF UPCOMING EVENTS

- March 6, 2008** Media Issues in Colombia
At UNT, RTFP 184, 4:30PM
- March 31, 2008** Media Issues in Argentina
at UNT, RTFP 184, 7:00 PM
- April 10, 2008** Media Issues in Mexico
At UNT, RTFP 184, 4:30PM
- April 21, 2008** Media Issues in Chile
At UNT, RTFP 184, 4:00PM
- April 28, 2008** Media Issues in Venezuela
At UNT, RTFP 184, 4:00PM
- June 1-13, 2008** Media Sales Institute
at UNT, Gateway Center

MEDIA ISSUES IN ARGENTINA



**Professor
Roberto Vassolo
Universidad Austral**

Dr. Vassolo is an associate professor of Business Policy and Strategy at the Universidad Austral, the Director of the CIMEL (Research Center of the Media and Entertainment Industry in Latin America) and the Research Director of the IAE Business School. He earned his Ph.D. in Strategic Management at Purdue University, his Master in Economics at Universidad Di Tella, and the Licentiate in Economics at Universidad Católica Argentina.

Professor Vassolo specializes in emerging markets, strategies under uncertainty, profitable business models in fragmented societies, real option thinking, and dynamic capabilities. In particular, he studies the strategic problems faced by companies competing in turbulent environments.

He has been invited to teach at different universities such as the University of Michigan and the INCAE. He is a member of the Academy of Management, the Strategic Management Society, and the IberoAmerican Academy of Management.

Professor Vassolo's research has been published in prestigious journals like the *Academy of Management Journal*, the *Strategic Management Journal*, the *Academy of Management Perspectives*, *Advances in Strategic Management*, and *Management Research*. He has written several cases and conducted applied studies in Argentina and Latin America.