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Theoretical Media Economics Perspectives and Areas for Future Development in Malaysia

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Abstract:

This article aims to explore a literature review of theoretical media economics perspectives in the landscape of Malaysia. This article also focused on the successful scenario in national and international markets, economists' and business owners' understanding of the current economic trends in Malaysia. This article focuses on the theoretical aspects of media economics from the Malaysian perspective. It is presented in four mutually inclusive sections: (a) firm decisions and consumers' media access; (b) a better understanding of Malaysia's microeconomic and macroeconomic theoretical perspectives; (c) cultural economy and development; (d) a brief review of Malaysia's future development sectors. This will enable them to contribute to the economic changes required for Malaysia to strengthen its resilience further. The subject matter of media economics is evolving in popularity, as evidenced by the emergence of publications dedicated to the area, the expansion in literature base, and increased interest among academics. In light of its development, media economics continues to be a topic of discussion that goes hand in hand with the advancement in technology and innovation and the interactions between the local and international markets.

Keywords: development, theoretical perspectives, media economics, microeconomics, macroeconomics.

马来西亚未来发展的理论媒体经济学观点和领域

摘要:

本文旨在探讨马来西亚景观中理论媒体经济学观点的文献回顾。本文还关注国内和国际市场的成功情景、经济学家和企业主对马来西亚当前经济趋势的理解。本文从马来西亚的角度关注媒体经济学的理论方面。它分为四个相互包容的部分：(一种)坚定的决定和消费者的媒体访问；(b)更好地了解马来西亚的微观经济和宏观经济理论观点；(c)文化经济与发展；(d)对马来西亚未来发展部门的简要回顾。这将使他们能够为马来西亚所需的经济变革做出贡献，以进一步加强其复原力。媒体经济学的主题越来越受欢迎，这可以从