



## **Steering Committee Meeting Valencia, 2 June 2014**

### **Minutes**

**Present: Sönke Albers, András Bauer, Maja Makovec-Brencic, Anne-Laure Marteaux, Roland Rust, Gerrit Van Bruggen, Peter Verhoef, Udo Wagner.**

#### **AGENDA**

##### **1. Welcome**

**Approval of the minutes of previous meeting - 20<sup>th</sup> March 2014, Brussels**

##### **2. Issues for reporting and updating**

- 2.1. Election Process – Udo Wagner, Maja Makovec-Brencic
- 2.2. Report from VP Publications – Sönke Albers  
Honour Code
- 2.3. EMAC Membership – Peter Verhoef
- 2.4. EMAC Membership Survey – Maja Makovec-Brencic;
- 2.5. EMAC Communications Channel – Peter Verhoef
- 2.6. Conferences – András Bauer
- 2.7. Financials – Gerrit Van Bruggen
- 2.8. External Relations – Roland Rust
- 2.9. Executive Committee meeting, General Assembly – Udo Wagner, Maja Makovec-Brencic

##### **3. Miscellaneous**

##### **4. Date and time of next meeting**

Friday 24<sup>th</sup> October 2014, 10:00-16:00, Brussels, Belgium

## Action Points – Steering Committee Meeting – June 2, 2014

<b>Actions</b>	<b>Who</b>	<b>When</b>
<p><i>EMAC Elections</i></p> <p>Identify and contact potential candidates for the President Elect's position</p>	Maja Makovec-Brencic	To report at the next Steering Committee
<p><i>EMAC Publications</i></p> <p>Journal of Marketing Behavior: set up a committee to reflect on JMB's positioning</p>	Marnik Dekimpe	To report at the next Steering Committee
<p><i>EMAC Membership</i></p> <ul style="list-style-type: none"> <li>• Prepare statistics on the DC students who have become EMAC members</li> <li>• Prepare and send a letter to the Marketing Department Heads to promote EMAC</li> </ul>	Anne-Laure, Peter Peter	To report at the next Steering Committee Immediate
<p><i>EMAC Communication Channels</i></p> <ul style="list-style-type: none"> <li>• Prepare a short term (2014-2015) and long term action plan to enhance EMAC's visibility and create a community sharing feeling</li> <li>• Update the EMAC website</li> </ul>	Anne-Laure/Maja Makovec-Brencic Anne-Laure	To discuss at the next Steering Committee Continuous
<p><i>EMAC Conferences</i></p> <ul style="list-style-type: none"> <li>• Post the EMAC conferences dates on the AMA website</li> <li>• Prepare a policy proposal for specialized conferences co-sponsored by EMAC</li> </ul>	Anne-Laure Andr�s Bauer	Immediate To discuss at the next Steering Committee

### Decisions taken at the Steering Committee meeting – June 2, 2014

**Elections:** it was decided that if a National Representative changes his/her affiliation to a non-national university during his/her term of office or is no longer an academic, he/she should step down and the position becomes vacant for the next elections.

## 1. Minutes of previous meeting – March 20, 2014, Brussels

No points were raised and the minutes were approved.

[Annex 1: Minutes of Steering Committee – March 20, 2014, Brussels](#)

## 2. Issues for reporting and updating

### 2.1 Election process

Udo Wagner reported that two main positions would become vacant for the next elections: VP Conferences and President Elect.

- V.P. Conferences: András Bauer informed the Steering Committee members that he will run for another three years term.
- President Elect: Maja Makovec-Brencic announced that she has approached potential candidates and will report before the summer. Peter Verhoef proposed to nominate a member of the Steering Committee, Gerrit Van Bruggen, and then appoint a new treasurer.

It was also suggested to have a German member on the Steering Committee as Germany is the leading country in terms of EMAC members (about 200). Several names were put forward: Karen Gedenk who was DC chair for some years; Andrea Gröppel-Klein and Martin Spann. Udo Wagner emphasized that the candidate should be really interested in the position as it would be a long term commitment. He added that even though Germany has around 200 members, no university so far has been keen on organizing the EMAC conference.

Udo Wagner raised the issue of National Representatives stepping down before the end of his/her term of office. He mentioned the case of Switzerland where the National Representative resigned from the position as she was no longer working for the university. Andreas Herrmann accepted to step in as interim National Representative for Switzerland until the elections.

Udo also mentioned the case of Austria where the newly elected National Representative recently changed her affiliation and is no longer working for an Austrian university but still represents the Austrian EMAC members. Udo Wagner proposed that in such circumstances, the National Representative should step down and the position would become vacant for the next elections. He indicated that this should be added to the EMAC statutes.

This suggestion was put on vote and the Steering Committee agreed on such a procedure.

### 2.2 Report from VP Publications

Sönke Albers was pleased to report on the following points:

#### 1. EMAC journals

##### IJRM

The journal is in good shape. 416 manuscripts were submitted in 2013 and 43 articles were published. Of special interest is the replication corner which had 25 submissions. So far 15 replications have been published. This is good for the discipline because only by replications we can be sure that certain results are stable and not artefacts. In addition, IJRM is putting much effort into publishing data and

codes. Authors of accepted articles positively reacted to the editors' request to provide/share their data and simulation code.

Beginning with issue #1 (2014) some of the articles will have links to their data/code which are stored in "Run My Code", a separate repository, and will be managed by Elsevier (<http://www.runmycode.org>). Authors retain copyright to their data/code and there is a timestamp on the code/data deposit.

### JMB

The first issue will most likely be postponed to 2015 as the incoming flow of submissions is not satisfactory. Klaus Wertenbroch, JMB editor, will report whether he will be able to fill in this first issue.

Sönke Albers pointed out that new e-journals have been launched and thus, there is a competition. Roland Rust highlighted that JMB needs to be positioned differently from the other journals. It needs to have a clear strategy to succeed. Peter Verhoef raised the issue of the visibility of the journal: if authors decide to submit their articles to a journal, they would rather go for IJRM, JCR; if they get rejected, then they would go to journals like JMB. Therefore, there is a need to reshape the journal's positioning.

Sönke Albers reminded that a few years ago, a committee was set up to examine what should be the positioning for this new journal. They came to the conclusion that the current positioning is the only viable one. Gerrit Van Bruggen mentioned that there is no demand and no supply for this journal. Hence, it is important to have first a clear, attractive positioning and then launch the journal. If it does not work out, it should be dropped as EMAC already has a good journal. Marnik Dekimpe indicated that EMAC should be cautious before taking such a decision as good authors have already been approached to submit their paper to the JMB; so if the journal is plugged off too early, EMAC might lose the authors forever.

Udo Wagner suggested to set up a committee chaired by Marnik Dekimpe to come up with proposals to define JMB's positioning and make it more attractive. Roland Rust will join the committee as he has experience in launching journals. Some consumer behavior oriented members, such as Stefano Puntoni and Gabriele Troilo could also join, in addition to Klaus Wertenbroch and the IJRM editors. It was also suggested to have a member from a Scandinavian country.

## *2. Ethics publication guidelines*

The ethics committee consisting of Ben Lowe, Christoph Fuchs, Marc Vanhuele, Jacob Goldenberg, Eitan Muller, Klaus Wertenbroch and Marnik Dekimpe has discussed a first draft of the ethics guidelines. They came up with a document, the Code of Honour. This code has been formulated in a non-binding way and needs to be approved by the Executive Committee during their next meeting. Gerrit Van Bruggen brought up the issue of the legal aspect of the code. The guidelines are general; hence, there is no enforcement. The code is more of a moral code than an ethic code. Therefore, should there be a need for an ethic code, it has to be more detailed. Maja Makovec-Brencic pointed out that it should not be too much detailed but it should focus on specific issues.

### [Annex 2: Code of Honour](#)

### **2.3 EMAC Membership**

Peter Verhoef reported on the EMAC membership situation. The number of members keeps increasing (1104 as per April 2014). He pointed out that there are no members in Slovakia and Czech Republic. These countries are not really research oriented but we should try to attract them to join EMAC.

He also stressed out that membership for the newly elected countries of the Executive Committee should not drop below the limit of five members.

[Annex 3: EMAC Membership situation.](#)

### **2.4 EMAC Membership survey**

Maja Makovec-Brencic reported on the EMAC membership survey results.

- The perception of EMAC amongst the community has not changed since 2008. It is still well perceived and known. The young people see it as an important association and they like to stay within the community. EMAC is still on track.
- Members are more interested in the annual conference, the doctoral colloquium, the climber community and the head of marketing forum. Some comments have been made on the period of the conference (May-June) as this is a busy period with a lot of other conferences going on. Roland Rust proposed to put the EMAC conference dates on the AMA website to avoid conflicts.
- Most of the respondents did not know about the launch of EMAC's 2<sup>nd</sup> journal.
- Even though services are overall well evaluated, the survey results show that improvements could be made in the communication area. More up to date topics should be exposed at the EMAC conferences, especially at the Regional conference. The Newsletter and the Chronicle should be more modern in terms of presentation and content which should be updated more often.

Maja Makovec-Brencic indicated that EMAC's challenge is to attract and keep young researchers for a longer time period within the community. Therefore, the activities toward the young community should be strengthened in order to develop the networking among the community. She suggested coming up with proposals to further develop the communication area (website, communication channels) and the attractiveness of EMAC towards the young community. She will draft an action plan that could be based on the outcome of the Executive Committee meeting and will report to the Steering Committee.

Peter Verhoef mentioned that this survey targeted only the EMAC members. It did not address the non-members or the members not having renewed their membership. He proposed to consult them also on EMAC as they have an experience to share. He also suggested looking at the students attending the Doctoral Colloquium, who do not become EMAC member because they do not attend the conference. He will report on these statistics to the Steering Committee members.

[Annex 4: EMAC Membership survey](#)

## **2.5 Communication channels**

Peter Verhoef reported briefly on the communication channels.

Since the last report in March, the EMAC website has been updated and the EMAC LinkedIn group created. So far, there are 190 members but there is no interaction yet.

The main question raised by the Steering Committee members is how to create a shared community feeling amongst EMAC. It was proposed to focus on SIGs that would be small communities within the community. Peter Verhoef underlined that SIGs would be a good way of seeing how the community works. András Bauer suggested offering a LinkedIn sub-group to the SIGs. He pointed out that the EMAC 2015 Conference in Leuven will have more SIGs and EMAC should support this. Roland Rust highlighted that at the AMA conference the SIGs are permanent groups and shape the conference. EMAC should try to create SIGs like the AMA ones. These SIGs would be permanent groups and people could choose in advance to which SIG they wish to participate. That could be a solution to stay connected with other EMAC members.

Udo Wagner suggested to create PhD seminars and to combine the Doctoral Colloquium with tutorials on a regular basis. Adamantios Diamantopoulos and Udo Wagner thought about such an activity, starting next year at the EMAC Regional. They might prepare a more formal proposal for the next Steering Committee meeting.

András Bauer proposed to see how the conference next year works as SIGs will be an important part of the conference, and would then start planning the 2016 conference. The SIG's proposal will be presented to the Executive Committee meeting.

Along with the SIGs, the climber community is also a good platform for communicating with the members. It was agreed that the climber community should be supported more intensively by EMAC. Gerrit Van Bruggen mentioned that before any support to be considered, there should be a plan. He suggested asking them for a three years plan. Peter Verhoef proposed to identify with them the key issues they are struggling with in order to specifically support these issues. However, the group should be self-sufficient.

## **2.6 EMAC Conferences**

András Bauer reported on the next conferences.

- The 2015 Annual Conference will take place in Leuven, Belgium and is hosted jointly by the KU Leuven and Vlerick Business School. Participants will have more opportunities to interact with each other during the conference as specific rooms could be booked for private meetings. There are also some novelties such as the movie track and the collaboration groups. Poster sessions will also be enhanced.
- The 2015 Regional Conference will be hosted by the WU Vienna on September 24-25. Professor Arnold Schuh will be the conference host (organizational issues) but Udo Wagner, Adamantios Diamantopoulos and Bodo Schlegelmilch will be part of the academic committee.
- The 2016 Annual Conference will be organized by the BI Norwegian Business School.
- There are no candidates for the 2017 Annual conference yet. A Southern country with cheaper prices should be considered as the conferences of the next two years take place in expensive countries.

## 2.7 Financials

Gerrit Van Bruggen reported briefly on the EMAC financial accounts. EMAC is in pretty good shape. 2013 was a profitable year and 2014 is starting well, partly due to the increased contribution of the conference host.

[Annex 5: EMAC 2013 financial accounts](#)

## 2.8 External Relations

Roland Rust reported on four major initiatives:

1. The first ever joint event of EMAC and AMA, a conference on Innovation in Marketing, took place at Erasmus University in Rotterdam on May 27-28, 2014. It was co-chaired by Gui Liberali, Eitan Muller, Stefan Stremersch and Roland Rust. Speakers including the CEO of Unilever and the CEO of Heineken took part in the conference. The 2016 conference will take place in Portland (USA) and the 2018 conference at INSEAD (France).

In conjunction with the above conference a special issue of IJRM, co-edited by the above co-chairs will come out soon. It will consist of 50 good papers from the conference. Roland Rust pointed out that EMAC should bring a highly qualified speaker at the next AMA/EMAC conference.

2. The EMAC/McKinsey Marketing Dissertation award is going smoothly, with Sönke Albers and Roland Rust participating with two members from McKinsey in the selection committee. The award will be decided at the EMAC conference in Valencia. A total of 36 dissertation abstracts were received and reviewed by a panel of expert reviewers. Based on the reviews, a set of six abstracts were selected, and the selection committee then carefully read each article and selected a set of three finalists, who will present their research at the EMAC conference. The winner will be selected from those three.
3. Thanks to the efforts of Udo Wagner, EMAC will co-sponsor a Global Marketing Conference in Singapore, spearheaded by GAMMA, an Asian-centered marketing association. The conference dates are July 15 -18 and the conference received over 1000 submissions. The EMAC - GAMMA Joint Symposium' on 'Marketing in Europe and Asia' that takes place during the conference received 11 submissions. Half of them were rejected but will be presented at the poster session. AMA and a number of Asian marketing associations will be additional co-sponsors.

Gerrit Van Bruggen brought up the issue of the role of EMAC in conferences that the association co-sponsors. Maja Makovec-Brencic mentioned that different conference formats are needed: Annual, Regional and specialized conferences and EMAC members would have an added value in participating in these conferences such as an access to the best papers / presentations if the authors agrees.

András Bauer raised the issue of the review process for these specialized conferences. He reminded that the system of the Track Chairs was put in place for the conference in Murcia to enable EMAC to control the quality of the review process. He pointed out that large conferences are valuable but smaller conferences are equally attractive for other reasons. Roland Rust agreed and indicated that the AMA/EMAC conference for example is limited to 200 participants and so enabling to bring the conference to a higher (academic) level. András Bauer suggested offering more opportunities to people to meet under the EMAC governance.

Peter Verhoef observed that if we have specialized conferences linked to the EMAC brand, EMAC should ensure the quality. Maja Makovec-Brencic underlined that the quality is already judged when the proposal of sponsoring is received. However, EMAC should be careful which “niche” conference it supports. She proposed to examine it on a case by case basis. András Bauer suggested to set up a policy for co-sponsoring specialized conference and will present it at the next steering committee meeting in October.

Udo Wagner added that there have been some first discussions to establish some cooperation between the Asian Society of Management & Marketing Research; this is an organization founded by Islamic scholars. He will co-chair a joint EMAC - ASMMR symposium at the upcoming ASMMR annual conference in Abu Dhabi this fall. He will report about the experiences he will make there.

[Annex 6: Report from V.P. External Relations](#)

**2.9. Executive Committee meeting, General Assembly**

The point was postponed to the next Steering Committee meeting.

**3. Miscellaneous**

No point was raised.

**4. Date and time of next meetings:**

Friday 24th October 2014, 10:00-16:00, Brussels, Belgium