



Executive Committee Meeting EMAC
Executive Committee Meeting
Rotterdam 23 May, 2000

Were present:

EXECUTIVE COMMITTEE 1999

President
Past-President
President-Elect

J. SAUNDERS
H. KASPER
S. BECKMANN

Vice-Presidents :
Conferences
Development
External Relations
Publications

S. BECKMANN
L. HILDEBRANDT
L.G. MATTSSON
G. LAURENT

National Coordinators :

Australia
Austria
Belgium
Canada
Denmark
Finland
France
Germany
Greece
Hungary
Ireland
Netherlands (the)
New Zealand
Norway
Portugal
Slovenia
Spain
Sweden
U.K.
U.S.A.

M. UNCLES
H. MÜHLBACHER
E. GIJSBRECHTS
U. DE BRENTANI
S. BECKMANN
K. MÖLLER
G. LAURENT
S. ALBERS
G. AVLONITIS
J. BERACS
F. BRADLEY
G. BAMOSSY
R. BRODIE
K. GRONHAUG
J. BORGES DE ASSUNCAO
B. SNOJ
J.L. MUNUERA
L.E. GADDE
A. DIAMANTOPOULOS
G. LILIEN

Ex-Officio :
IJRM Editor
EMAC Executive Secretary
EIASM Director

J.-B. STEENKAMP
K. STICHTENOTH
G. VAN DYCK

1) Minutes of the meeting in Rotterdam, October 1999

An Amendment was proposed to Point 4) of the Minutes, first sentence. It should read: « Welcome packages shall be sent out to all NEW members... »

The Minutes were then approved.

2) IJRM and New Journal

Gilles Laurent reported upon the editor selection procedure. The editor in chief is appointed for a three-year term (renewable once). A year before the end of term, the Review and Nominations Committee, chaired by the Vice-President Publications, manages the prolongation/ new appointment of IJRM's editor in chief. The Committee consists of Berend Wierenga (knows Elsevier, has been VP publications), Gary Lilien (as non-European, can negotiate with publishers), Gilles Laurent (VP Publications) and John Saunders who is in charge of controlling their job.

This time the Committee sent out requests for assessment from some 140 persons and had received 61 replies at the moment of the meeting. These confidential opinions serve as a key input to the selection process. The 4 main selection criteria for the editor's evaluation are: Background, Vision, Availability and Support.

The IJRM editor J.B. Steenkamp reported upon the journal. Submissions from Europe and South East Asia are increasing, whereas there are less from Australia. This might be due to the fact that ANZMAC has its own journal now. 34% of all submissions are from the US, 35% from Europe.

The overall acceptance rate is at 15-20%; the total turn around time has an average of 70 days.

The following special issues are being published: « Marketing and Competition », « Frontiers in Marketing Modelling », « Market Segmentation ». There might be projects for special issues with the MSI on the Internet (quality concerns, however), alliances & networks...

It was proposed that there could be a possibility of swapping papers with the ANZMAC journal and/or achieves some other form of journal co-operation. Elsevier should be approached if it could be possible for ANZMAC members to get reduced rates for IJRM. In this context J. Saunders pointed out the importance for following up on strategic alliances with ANZMAC. G. Hooley mentioned the project of a joint colloquium. There is also « talk level » co-operation with the Americans.

G. Laurent made a presentation on possible conflicts between IJRM and the *Journal of the Market Research Society* (the Market Research Society is the British association of market research professionals), which has just changed its name to *International Journal of Market Research*. The possible confusion is enhanced by the fact that the journal has also made changes in its form that make it more similar visually, in colour and size, to IJRM. Not only that the similarity in name will lead to confusion in databases and search machines, there are also serious doubts as to whether the other journal can justly be called "international" being all British dominated.

As this is a professional journal, the issue was raised whether the target of the revamping might not rather be Esomar than IJRM, which is purely academic. The

former's stance towards the issue should be examined. Once Elsevier is sure about the legal aspects and possibilities, action will be taken. Normally, before litigation, and out-of-court solution will be found.

Concerning a possible New Publication for EMAC, JEMA, Gilles Laurent discussed its positioning (types of texts, budget) and the possible barriers (contributions, quality, copyrights). He also presented a rough draft for #0 of JEMA, representing his vision on contents: tutorials, reviews, bibliographies, examples, cases, educators' corner, course outlines, computer material.

John Saunders presented a preliminary budget for the electronic journal. He proposed that obtaining the journal should be linked to obligatory membership. This way the electronic journal would increase membership – and would thus also indirectly support IJRM. EMAC would make money from selling the journal to libraries.

It was remarked that in order to attract interest, the lead article or the entire current issue should be freely available for everybody. Even entirely free access could be considered and revenues could be made through advertisement and commercial links. The importance of owning the JEMA site was pointed out (EMAC does not own IJRM but should aim at owning its new journal).

Doubts were raised whether IJRM and JEMA would cannibalise one another and if it would not have too a high a demand for original material. Discussion forums, annotations etc might just as well be integrated on an improved EMAC web site.

It was decided to abandon the idea of an additional journal at the moment, and to obtain a proposal from EIASM for the costs of improving EMAC's existing web site.

3) EMAC Publications (chronicle, membership list)

It was proposed that the Chronicle – and also the membership list - be put on the web site in the future. (Details under point 10)

4) Elections & New Officers

At then end of this year's General Assembly, S. Beckmann from the Copenhagen Business School took over the presidency from J. Saunders. G. Hooley became Vice-President Conferences.

This year the National Co-ordinators received only one nomination per post available. Therefore, - in compliance with the statutes – the nomination round was valid without the need for subsequent elections. The following persons came into office: Denmark – M. Bjerre, France – P. Aurier, Italy – M. Costabile, Spain – J.L.Munuera, The Netherlands – H. Kasper, U.K. – V.Wong.

10 members had accidentally « dropped » from the database at the end of 1999 due to a faulty manipulation of a file. The EMAC head offices present their apologies for this mistake. In order to avoid other forms of missed membership, the administration reminded the members again to ensure that they pay their membership fee when registering for the conference, and to mark their yearly payments clearly (name/ relevant year) on the bank transfers if they pay before the annual congress.

5) Accounts 1999

EMAC is financially healthy and was once again able to increase its Surplus Previous Years of 27,359.66 Euro by another 19,712.82 Euro in 1999. 48,194.84 Euro were collected in membership fees and Income from Royalties amounted to 9,982.92 Euro in 1999!

As Royalties can also be expected in the future, it was mentioned that EMAC could now envisage investing in chosen activities – e.g. the expansion of the web site could prove beneficial for the association.

The accounts were approved.

6) Report on the Organisation of Emac 2000 in Rotterdam

Berend Wierenga reported on the organisation of the Annual Congress at Erasmus University.

- 351 papers had been received. For the Special Sessions 20 papers were submitted for Interactive Marketing, 12 for Marketing and Emotions, 13 for others. 306 papers were received for the Regular Sessions. Most papers had been submitted for the tracks Consumer Behaviour (64), Marketing Strategy, Competition & International Marketing (62), Marketing Models & Marketing Research (44) and Marketing Communications (37).

- 214 papers were accepted by the Committee, which represents an acceptance rate of 60.9%.

- The correlation of the overall recommendation, taking into consideration the scores of reviewer 1 and reviewer 2 were 0.242 (0.01)- Pearson & 0.228 (0.01) – Spearman. Special thanks were extended to all the reviewers – and their diligent work.

- Evaluation form: review teams were established per track.

J. Saunders remarked that in organisational terms many things had changed during this Emac conference: an important aspect was that the tracks were more EMAC (and less locally) controlled than before. G. Laurent pointed out that quality of papers had been extremely high this year, which might be attributed to the 5-page format of submissions, which should therefore be kept.

It had also been a good idea to give special sessions to top researchers in the field. Equally successful were the poster sessions, which had been limited in time and had been set in an extremely pleasant atmosphere.

The Rotterdam Colloquium had received 48 applications, out of which 33 had been accepted, no observers were admitted. This year the Colloquium was therefore was not extended to 4 tracks but was kept to a limit of 3 tracks: Modelling, Strategy and Consumer Behaviour.

The selection of the 3 page proposals was organised by J.B. de Assuncao, the chair of the event. 2 reviewers evaluated each proposal. The faculty consisted of I. Geyskens, H. Kasper, A. Smidts, J.B. Steenkamp, L. Warlop (Consumer Behaviour), J. Borges de Assuncao, M. Dekimpe, G. Lilien (Modeling), and S. Douglas, J. Roberts, V. Wong (Strategy).

At the end of the event a survey was conducted amongst the students. It showed that the plenary session had been highly appreciated, but also the overall quality, and the interaction with the faculty and fellow students received very high marks.

7) Emac 2001 in Bergen & Future Conferences

The EMAC conference 2001 « Rethinking (European) Marketing » is taking place in Bergen, Norway, 8-11 May. Kjell Gronhaug will chair the event at the Norges Handelshoyskole. Plenary Sessions on « Rethinking Marketing and Competition » and « Rethinking Marketing Management » will be organised.

The conference 2002 is organised at Braga, 2003 at Strathclyde, and 2004 will take place in Spain.

The issue was raised why the 2003 conference should – again – take place in the UK. Also, a formal proposal by Strathclyde is still required.

8) Membership and Recruitment

Also in 1999 membership continued growing. Whereas EMAC counted 419 members in 1997, and 528 members in 1998, it now had 533 in 1999. The three countries representing the largest membership groups this year are U.K. (94), Germany (59) and The Netherlands (52).

The records did not show any members from Hungary. (This was checked at the EMAC offices and due to double payment at a previous conference that did not show in the transferred records).

New strategies to move the organisation were discussed:

The best 18 proposals at the Doctoral Colloquium, one of EMAC's most successful products, were given discount rates to enrol at the conference. This will enhance future membership, but prices are still high and only 33 students are accepted per year. However, rather than trying to recruit more young people by organising a second colloquium every year, membership should be cemented and a loyalty programme should be developed. The EMAC database can provide information on member's loyalty over the years.

Lutz Hildebrandt built up a list of department chairs in Italy and Switzerland to attract new members and to attend the next conference. He will ask EIASM head offices for additional addresses. Contacts in Poland should also be actively expanded.

Important questions for EMAC to address are:

- quality vs. aggressive growth
- membership vs. customers
- what is a sufficient market share for the association
- what type of papers does the association attract (trend very classical, which is closely linked to IJRM's quantitative modelling)
- openness towards other fields closely interacting with marketing such as economics, IT etc

Gary Lilien will attend the next meeting of Marketing Science to explore and negotiate possible alliances.

9) Emac-Business Interaction

L.G. Mattsson pointed out that there are 3 different WS in the pipeline:

- one with the MSI (on an issue high on the MSI priority list)
- one with MTC/ SSE on “Dynamics of Academic Research Agendas – the Roles of Academia-Business Interaction”
- one with H. Kasper in collaboration with EIASM, research on Business-Academia interaction

All three proposals were approved as projects to be pursued.

The question was raised whether business academia interaction would continue to be an issue for EMAC as an association because much of this is achieved on a national or personal (consulting) level. It was wondered whether a European perspective was possible.

10) EMAC Web-Page

Publishing the Chronicle and the Membership list online could serve as an important means to make the EMAC site more interesting and up-to-date for members. Expanding the web site could take over many of the functions that had been foreseen for a new journal. Lutz Hildebrandt, Suzanne Beckmann and Gilles Laurent will form a committee to investigate web matters and make proposals for possible improvements. An interactive membership form and limited access parts would be useful functions.

11) Miscellaneous

No further points were raised and the meeting was adjourned.