



# **EMAC Executive Committee Meeting**

## **Intermediary Executive Committee Meeting**

**Bergen, Norway – 27/28 October 2000**

EXECUTIVE COMMITTEE EMAC 2000/2001

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Spain	J.L. MUNUERA
Sweden	L.E. GADDE
the Netherlands	H. KASPER
U. K.	V. WONG
U. S. A.	G. LILIEN
Ex-officio :	
JRM Editor	J. B. STEENKAMP
ELASM Director	G. VAN DYCK
Executive Secretary	K. STICHTENOTH
Special Guest:	
Conference Organizer 2001	A.FALKENBERG
Conference Organizer 2002	M. FARHANGMEHR

# **EMAC Intermediary Executive Committee Meeting 2000**

**Friday 27.10., 14:00 until Saturday 28.10 , 14:00  
in Bergen, Norway**

## **Accommodation at Raddisson SAS Royal Hotel in Bergen**

Meeting at the NHH

### **AGENDA**

- 1) Minutes of the Executive Committee Meeting in Rotterdam 2000
- 2) EMAC 2001 in Bergen
- 3) EMAC 2002 in Braga & Future Conferences
- 4) Membership & Recruitment
- 5) IJRM and report on editor selection procedure
- 6) New Publications
- 7) Organization of the Doctoral Colloquium
- 8) EMAC Website and EMAC database
- 9) EMAC Statutes
- 10) Miscellaneous

The President, Suzanne Beckmann, opened the meeting and welcomed the members.

### 1) Minutes of the Executive Committee Meeting in Rotterdam 2000

It was decided that at the beginning of the document the entire Executive Committee should be listed, the names of those not attending crossed out. In the future decisions and action points should be pointed out clearly within the minutes (e.g. bold print).

The minutes of the Executive Committee Meeting in Rotterdam 2000 were approved.

### 2) EMAC 2001 in Bergen

Andreas Falkenberg introduced the NHH (further info at: <http://www.nhh.no/index-e.html>) and the general outline of the conference program (further info at: <http://www.nhh.no/emac/>). Details can be found in Annex I. Evening activities will include a reception by the mayor and a boat trip for the participants.

Almost the entire marketing faculty will be represented on the organizing committee for the EMAC conference 2001. An additional help has been hired for 2 hours per day for the preparation of the conference.

The organizers are in the process of compiling the list of reviewers for papers submitted. It was recommended that they first, and as soon as possible, get the track chairs in place, because these persons will know adequate reviewers in the respective fields. Jan-Benedict Steenkamp, as former IJRM editor, should also be able to give recommendations for reviewers. **Concerning the issue of track/chair management, the organizers will be informed of the decisions taken at the Intermediary Executive Committee Meeting in Rotterdam (Katrin – send minutes). This material should also be passed on to Minoo.**

It was also observed that on the list of conference deadlines, **an additional – early - deadline for author's registration must be indicated.** This will ensure that there will be no empty slots during the actual conference program. Also, **a NEWS button should be added on the conference web site (Andreas),** to put additional information on flights etc. (additional ideas can be sent to Andreas).

A question was raised whether the submission of 5-page abstracts was adequate, as in some countries (e.g. Ireland) this format appears not to be clearly understood/ accepted in terms of expectations. It was confirmed, however, that generally this format works well – also as it has been tested by ANZMAC – and it offers the additional advantage of tightening up the reviewing process. **In the EMAC Chronicle a text had previously been published explaining the reasoning behind the 5-page abstract. (Katrin – send text to future organizers).** (Problem: cannot find this text in issues 5-11...). Longer versions of papers would complicate the reviewing process and would be harder to manage in terms of administration.

**In the future, the explanation for the 5-page abstracts should be published on the conference web site. It should also be pointed out that people indicate their preferred tracks when submitting their papers.**

**Graham and Suzanne will send a list of potentially good track chairs to Bergen (Braga),** which they had jointly compiled. By passing on this list to future organizers, a certain continuity

of chairs can be achieved. Another advantage of having longer-term track chairs (e.g. 2 years) would be that local organizers' biases towards certain research methodologies/ traditions would be counterbalanced. It is important to have very clear guidelines for reviewers.

The group then visited the venue and some practical issues were addressed. It is planned for public busses to transport people between the NHH and the hotels. **It was remarked that it would be necessary to offer dedicated transportation for the conference participants in the mornings and evenings (Andreas).** The NHH will have sufficient capacity to organize the conference along the following scales: selection of some 240 papers out of 400 expected submissions, no more than 6 tracks, 1 ½ hours per session comprising up to 4 papers if topics are close. It is important to identify the hot topics and provide them with large rooms. Rooms should be equipped with overhead projectors and beamers **(Put this information on the web site and send a standard mail to all persons whose papers were accepted – Andreas).**

Proceedings will be handed out as hard copies (one page per paper) including a CD-ROM. Additionally all papers/ abstracts should be published on the web, which – together with the program (planned to be put up 10 April)– should preferably already be available before the conference. At the moment publishers pay 600-2000 Euro per stand. In order to decrease the costs for proceedings, they could be approached to sponsor and advertise in the proceedings. It must be ensured that proceedings provide good overviews over the program in order to facilitate participants their planning of sessions.

The Gala Dinner is taking place in the Edvard Grieg Hall. **Sponsors should be approached to pay for the drinks at the reception (Andreas).**

### **3) EMAC 2002 in Braga & Future Conferences**

2004: Murcia (1h from Alicante airport) – There has been a proposal and a formal decision will be made at the next Executive Committee Meeting in Bergen (inform José Luis Munuera Alemán - Katrin).

2003: Strathclyde – No formal proposal has been received yet, but they are serious in their conference preparations and have already booked hotels.

2002: Braga – The closest airport is 1h from Braga (taxi price 35 Euro) and transport will be organized. The university has facilities for parallel sessions. A young group of marketing colleagues will do the organization.

**In order to hand out the brochure with the first announcement in Bergen the most important issues are to A) set the topic B) set the dates (Theme will be checked with the group via email - Minoo).** Dates should not overlap with those of the French Marketing Association.

Proposals for dates are: Colloquium I: 12-14 May, Conference 14-17 May, Colloquium II 17-19 May. **Dates will be confirmed (Minoo).**

Traditionally the Colloquium starts on Sunday with lunch and ends on Tuesday at lunchtime. On Tuesday afternoon the Executive Committee Meeting and the Early Bird Reception should take

place. The Gala Dinner is on Thursday night. The General Assembly traditionally took place on Friday morning. In order to get people more involved, it should be moved to the last session before lunch, e.g. on the second conference day. People would also be attracted to attend if awards were handed out at this point. **(General Assembly in Bergen on 2<sup>nd</sup> day – Kjell)**

A 'past learning' document should be made to pass on experience from one organizer to the other, including inputs from all past organizers. (Hooley). It is often worthwhile to bring in professional conference organizers to negotiate deals. On every conference web-site extra conference activities for accompanying persons should be listed and links to info sites should be given. Depending on location and price, accompanying persons can represent 25-30%.

Collaboration with other associations: Brodie is president of ANZMAC. It was proposed to hold a podium together in December 2002, title: Marketing in a Networked Environment. Hong Kong could be an adequate venue because it offers a strong academic hosting institution. **(This idea will be explored with ANZMAC representatives – Suzanne and Graham).**

Also of interest would be collaboration with the Marketing Science Group (bring an EMAC representative to their next meeting in Wiesbaden – Gary and Berend will explore collaboration) and the Association of Consumer Research (in practice, though not officially, an academic association). Collaboration with the different bodies could rotate.

**It was decided that a joint conference with ANZMAC is absolutely impossible because of timing and costs. However, small joint meetings should be explored.**

#### **4) Membership & Recruitment**

EMAC had 419 members in 1997, 528 members in 1998, 533 members in 1999 and 490 members in 2000 (verified by Katrin after the meeting).

In order to increase membership and create loyalty, it was decided that Doctoral Students who attended the Doctoral Colloquium should be given the chance to attend the conference at a reduced price (not including the conference dinner, in which they could participate at marginal costs). However, conference fees should not be waived.

To increase membership in Italy Lutz sent out some 30 brochures to Italian professors. He asked the group to identify important universities besides Bocconi.

Frank has tried to recruit members to no effect in Ireland, yet membership continues to be low there.

Generally, there should be an incentive for membership on the website (e.g. limited access pages).

In the future a Welcome Package should be sent out to New Members (everybody who had not been a member during the previous year) containing:

- a letter by the President
- The Chronicle
- IJRM (try to find a way – if feasible – to get extra copies of the journal to Brussels – Katrin)
- Details on the web-site
- The Statutes

- The name of the National Coordinator
- The next conference announcement and special interest meetings
- EIASM workshop announcements
- Possibly a physical gift such as a mouse pad or pen

EMAC should consider starting collecting membership fees for the future, e.g. for 2 or 3 years in advance (check if this is feasible in administrative/ accounting/ legal terms – Katrin).

At the annual conference it might be attractive for New Members if the president or executive committee organized a special reception for them.

## 5) **IJRM and report on editor selection procedure**

The group thanked Gilles for the enormous efforts that he had undergone with the selection procedure for the new IJRM editor. Thanks were extended to Gary and Berend, who had contributed to the task.

Greatest thanks were also extended to Jan-Benedict Steenkamp, who had declined another term as IJRM editor.

27 proposals by 42 persons had been submitted for filling the post of IJRM editor, the selection committee established a shortlist and collected 'statements of intention' from the candidates. For the final selection the agreement from the EMAC president was obtained and the decision was made: Hubert Gatignon. He obtained his Ph.D. at UCLA, spent several years at Wharton, and works since 94 at INSEAD. He has published over 25 articles in top journal etc and is member of several editorial boards. In order to take over the IJRM editorship for a three-year term on January 1, 2001, he will resign from his post as Editor in Chief of Recherches et Applications en Marketing. By the end of 2000 he will prepare a statement of vision.

Recommendations by the selection committee for the next 'round' are:

- The general procedure worked well.
- The selection process should be started promptly in October, 15 months before the end of term of the present editor. At that moment comments should start being collected.

The problem with the Journal of Marketing Research, as explained during the last meeting of the Executive Committee, was discussed. Elsevier had explained in a letter why they saw no possibility for action in attacking IJMR. There seems to be no legal basis in winning a case based upon the other journal's change of name (terms are too generic) or the change in design of the journal's cover. Elsevier will not take action if the procedure cannot be taken to the end.

John Saunders met with Michael Thomas, who was evasive, and offered as the only explanation that he did not know about the similarity of both journals with respect to name and design. There is no great likelihood that IJMR will revert any of the changes they had introduced.

As a conclusion EMAC will wait for further feedback from M. Thomas before John will continue discussions with them. The best possibility to achieve anything might be to aim at an out of court settlement, assuming that IJMR would want to avoid negative publicity. Also it should be pointed out to Elsevier that the similarity in names could lead to confusion in library subscriptions (which would also be at Elsevier's loss and should thus stimulate them to act.) And last but not least,

EMAC could try to profit from IJMR's huge network (although it is not purely academic) by trying to advertise for IJRM through them.

## 6) New Publications

It was pointed out that an email reminder should be sent out to all EMAC members 2 weeks before the Chronicle appears to stimulate contributions. (Katrin) In the future, the report on the General Assembly published in the Chronicle after the Annual Congress should be titled Notes from the Meeting rather than Minutes.

Gilles Laurent reported upon his proposal for a New EMAC Publication (attach slides – Katrin). Its objective would be to help attract new members and to help members in their teaching activities. The publication should be available on the website. It could contain items such as reviews, cases (free case exchange for members), teaching notes.

Concerns were raised concerning the workload (done by whom?) and costs (revenue flows, billing problems of selling on the web). **For the next meeting Gilles and Lutz will approach Hans Muehlbacher to explore his readiness to collaborate in this project. John will develop a business plan.**

A short product description would be: electronic, scholarship aimed, editorial refereed, based on case material and other elements in the context of teaching, funded (e.g. by library subscriptions), free (for EMAC members). Technology and costs must be explored.

The Publication's name should not be generic this time – to make it protectable – and it should have a descriptive subtitle. **Proposals for names should be sent to Gilles (everybody).**

At present, the idea of a second journal will be put on hold until the development of IJRM is clear (broadening of scope?). However, the board will find a tentative editor in chief and set up a business plan in order to be able to move ahead quickly when decided.

## 7) Organization of the Doctoral Colloquium

The Doctoral Colloquium 2001 in Bergen is chaired by Marc Vanhuele, and organized in collaboration with Veronica Wong, Kjell Gronhaug and a representative from EIASM. The group will meet in Brussels in February for the final selection. The grounds for the faculty are already laid.

33 students will be selected (+ 9 faculty members) if the number of submissions should be low. 44 students, excluding observers, (+12 faculty members) will be chosen if the number of submissions is high.

If the number of submissions should be very high this year, it can be envisioned to plan a supplementary colloquium in 2002 Braga right after the conference. (Check on extra workload involved – Katrin).

**It was decided that the Best Paper Award at the Colloquium should be dropped in the future.** The spirit of teamwork is considered more important than competition. EMAC will pass on all the necessary information about the Colloquium to Minoo.

## 8) EMAC Website and EMAC database

The EMAC Website needs to be improved in Design and Contents. The site should be composed of 2 parts, one freely accessible (teaser to become member), the other reserved for members (membership privileges, loyalty). Part 1 should contain information on the Executive Committee (links to members' homepages) and parts of the Chronicle. Part 2 should contain conference papers, membership directory; Chronicle (might gradually dissolve into the website as a whole), chat rooms on research issues, news groups and links to other associations, special interest groups. Traffic on the website must be recorded. Members should receive their password with the welcome package.

Issues to be tackled are: collecting tenders, finding a webmaster, costs, clarification of ownership issues (hosting institution of website).

## 9) EMAC Statutes

It was proposed to compare the EMAC statutes with those of ANZMAC and other associations (Gary Lilien knows some...). They should then be refined and polished. **A draft of improved statutes will be worked out for the next meeting (Suzanne).**

## 10) Miscellaneous

Workshop:

Lars Gunnar Mattson and Hans Kasper had proposed a post-conference workshop on Business-Academia Interaction in Marketing Research – “from formulation of research issues to implementation of research results” during the 30TH EMAC Conference in Bergen on Saturday May 12, 2001. Arrangements with Kjell have already been made. **It was decided that this event might have better success if it could be held as a special interest group for half a day during the conference. (Suzanne will inform Lars-Gunnar).**

Awards:

A suggestion was made by Gary Lilien that EMAC should have more awards. A Special Fellows Award was proposed by the group, which could be handed to chosen members. However, there is a danger of “politics” in selecting these people, which could lead to bad blood in the community.

**It was decided that the award should rather be “automatic” and should be given “ex officio” to persons who have performed special tasks for EMAC, such as the IJRM editors.**

It should be kept open to give special awards to other persons – upon decision by the “fellowship committee”. The members of the Executive Committee shall be asked for inputs: what type of award? Who should obtain it? How is selection organized? **(Suzanne will consult board members).**

Archives:

The archives of EMAC are kept in the headquarters in Brussels **(make list of documentation available for next meeting – Katrin).**

It was decided to create an information database on past conferences in Brussels (including list of scientific committees, track chairs etc). In this context Katrin pointed out that EIASM is in the process of improving its website and database. The associations choosing to participate and profit from these services will be invited for an information meeting to Brussels.

Other events

A conference on Global Innovation/ Innovation in World Markets to be held at the MSI meeting with Hubert Gatignon (and possibly co-chaired by Dekimpe, Roberts) was proposed. The aim would be to improve the reputation of IJRM in the states and obtain more contributions from there. MSI has previously organized such events with other journals.

Intermediary Executive Committee Meeting:

**It was decided that it is very important to check the venue prior to the conference. The Intermediary Executive Committee Meeting will therefore continue to be held at those places** (and not be deviated to Brussels).

Executive Committee Meeting:

The Meeting in Bergen will take place at 14:00 – after the Colloquium and before the Early Bird reception.

No further points were raised and the meeting was adjourned.

## ANNEX I

### **Info on NHH**

The Norwegian School of Economics and Business Administration (NHH) is Norway's leading teaching and research institution in the fields of economics and business administration. The school maintains academic diversity as well as depth through the program of study offered, which includes courses at different levels. The program of study has developed from the siviløkonom degree course (the equivalent of a Master of Science in Business) to doctoral level courses, and includes several special courses of study as well.

The Norwegian School of Economics and Business Administration is an integral part of the Norwegian university system, where academic quality, relevance and integrity, as well as the ability to serve a critical purpose in society are major values. Against this backdrop, NHH's main task is to develop and disseminate knowledge in order to further the formation of values and goals of society. In this work, great emphasis is being placed on ethical, environmental and allocational aspects of economic activity and the formation of values.

NHH's activities can be divided into the following areas:

- NHH is to offer higher education within the fields of economics and business administration based on leading research within these fields;
- NHH is to carry out research with a particular national responsibility for basic research and training of researchers within these fields;
- NHH is to convey knowledge about its activities and further the understanding in society of the scientific methods and results within the fields of economics and business administration;
- NHH is to offer or organize continuing/advanced courses within economics and business administration.

NHH strives to be one of the leading research and educational institutions in Europe and endeavours to recruit the top students; based on the belief that excellence in research is the prerequisite of excellence in teaching.

The Norwegian School of Economics and Business Administration is a central node in the national Norwegian network of institutions of research and higher education and co-operates internationally, both with regard to research and teaching, with major academic institutions in a number of countries. The School is a member of the Community of European Management Schools (CEMS) — a forum for co-operation for the leading management schools in Europe. In addition, NHH participates in the global network Program of International Management (PIM).

The school has over 2,800 full time students and a total staff of 331, 39 of whom are professors, 51 associate professors, and 14 assistant professors. A total of 64 of the academic staff hold PhDs.

The school co-operates closely with the foundations Administrative Research Institute at the Norwegian School of Economics and Business Administration (AFF) and Foundation for Research in Economics and Business Administration (SNF). Together, NHH and its associated foundations constitute a major academic and organisational entity with 474 employees and a budget of 336 mill. Nok.

## **Program Info:**

The face of marketing is changing. Manufacturers have less control of their marketing activities as retailers are becoming more and more powerful. Consumers have access to more information through the internet and can shop around for better value. In some industries, consumers are also able to participate in product design and specification. National borders give producers and marketers less protection from competition. At the same time, access to international markets become easier for creative entrepreneurs. The new European market will include some 500 million consumers and new competitors from vastly different cultures at different levels of economic development. European marketers will gradually face the same regulatory environment. How will these developments affect competition, marketers, consumers, and the environment? Most modern value creation includes firms and individuals in rich and poor countries alike. How should these value chains be managed in order to ensure economic and social justice across different jurisdictions? It is time to rethink marketing in general, and to rethink European marketing in particular.

Plenary sessions

Rethinking Marketing and Competition: Does Marketing Success lead to Market Failure?

True: Professor of Economics Einar Hope, NHH, former head of the Norwegian Competition Authority

False: Professor Shelby Hunt, Texas Tech University

Rethinking Marketing Management: Traditional structures or new approaches to value creation?

- Ford Motor Company

- IKEA