



EMAC Executive Committee Meeting

Intermediary Executive Committee Meeting

Bergen, Norway – 27/28 October 2000

EXECUTIVE COMMITTEE EMAC 2000/2001

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Past-President

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J. BORGES DE ASSUNCAO
B.SNOIJ
J.L. MUNUERA
L.E. GADDE
H. KASPER
V. WONG
G. LILIEN

Ex-officio:

IJRM Editor (previous)
IJRM Editor
EIASM Director
Executive Secretary

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

Special Guest:

Conference Organiser 2001
Conference Organiser 2002

A.FALKENBERG
M. FARHANGMEHR

EMAC Executive Committee Meeting 2001
on Tuesday, 8. May 2001, 14:00 - 16:00 at the NHH in Bergen, Norway

1. Minutes of the meeting in Bergen, October 2000
2. Membership situation & Recruitment
3. Elections & New Officers
4. Financial Results 2000
5. IJRM
6. Report on the EMAC week 2001 / Doctoral colloquium and conference
7. Future Conferences
8. EIASM and EMAC / website and network
9. EMAC publications and relationships with other journals
10. EMAC and other organizations / ANZMAC, AFM
11. Miscellaneous

MINUTES

The President, Suzanne C. Beckmann, opened the meeting and welcomed the members. A change in the order of presentation of the Agenda points was proposed and agreed.

1. Minutes of the meeting in Bergen, October 2000

The minutes of the Executive Committee Meeting were approved.

6. Report on the EMAC week 2001 / Doctoral colloquium and conference

Andreas Falkenberg reported about the EMAC conference 2001.

Attendance: 390 paying participants had signed up for the conference. Additionally there were Invited Guests and Administrators, coming up to a total of 430 participants.

Proceedings: A list of Sponsors was included at the very beginning. They had contributed 65.000 Euro. The conference is expected to come out at a balance. Special thanks were also extended to the Organising Committee and the Reviewers (list of both included in the proceedings). The list of publishers did not include Thompson this time, which had refused participation due to the high price.

Programme: Registration for the conference is already open as from noon (instead of 17:00 as announced). The reception is taking place in the Cafeteria of the University. On Wednesday, 15:30-17:00, a Session "Meet the Editor" will be held. It is announced in the Short Programme that will be distributed to all participants. For the boat trip on Wednesday evening tickets were

sold out very quickly and thus a second boat was hired. Poster Sessions are taking place in the Faculty Canteen of the NHH. The General Assembly will be held in the big Auditorium. An Internet Café is provided for the participants. At the Gala Dinner three speeches by the following persons are planned: 1) the President S. Beckmann 2) Editor's speech for IJRM best Article 3) Conference Chairman K. Gronhaug for the Best Paper Conference Award. On Saturday a Post Conference Workshop on Business-Academia-Interaction is planned.

No extra coaches have been booked for the participants' transport between their hotels and the university. Public transport is amply available and takes only 20 min.

Marc Vanhuele reported about the Doctoral Colloquium. He extended special thanks to the Organising Committee and the Faculty (list of names attached in **ANNEX I**), especially Ulrike De Brentani, who was willing to step in as replacement on very short notice. Student feedback had been extremely positive (**ANNEX II** will be included soon). In general, the formula for the Doctoral Colloquium works very well - in terms of organisational procedure, set-up of programme, selection of students.

A few items were introduced for the first time or insisted on being very important:

- The faculty was chosen according to the papers submitted. This time there had been 12 papers on branding in the programme!
- Out of 100 papers submitted, 44 were accepted.
- The event was organised in 4 tracks (**ANNEX III** - programme of Doc. Coll.)
- During the Colloquium, the students were asked to make a list of concerns. A plenary session was organised around this survey (**ANNEX III -b**).

The following issues were perceived as problematic:

- There were very few submissions from the South and East of Europe - especially Spain/ Italy/ Greece.
- 2 faculty members had last minute family emergencies and had to cancel short term.

On average the participants (with their accepted papers) were 2.17 years into their work. There are differences between countries. An important cause for rejection was that students had not properly developed their research question yet, and thus the Doctoral Colloquium cannot be of much help in developing the work. A workshop on developing the Research Problem would be very helpful.

When rejection letters are sent out, the possibility of re-submitting and the existence of EDEN programmes should be pointed out. This should also be communicated to the local advisor.

Marc Vanhuele invested approximately one-month work into the organisation of the Colloquium. In the future, ALL administration should be out-sourced to EIASM.

As concluding remarks, Mark Vanhuele pointed out that he appreciated the work with Kjell Gronhaug and especially Veroncia Wong, with whom he would like to continue the good collaboration. Also he raised the idea of finding ways to subsidise the Doctoral Colloquium - and not to calculate only on breaking even (which leads to a great burden in participation fees and a very small "regime" for the faculty, who invest greatly in this event and actually end up "paying" on top of contributing in terms of work and time). **As a favour he asked all country representatives to make lists of potential faculty members and reviewers indicating their specific areas of expertise for the respective countries.**

ACTION

2. Membership situation & Recruitment

The membership situation for the year 2000 was presented (ANNEX IV). EMAC has 491 members as compared to slightly over 500 in the two previous years. **A list of EMAC members sorted by country will be distributed to the Country representatives (attached: ANNEX V), so they can take up contacts with members and expand the network.**

There had been a difference between the fee charged at the Bergen conference for EMAC membership and the official price charged at the head offices. This mistake must be avoided in the future. Local organisers must charge the official fee - which can always be found, via the website of EMAC.

It should be pointed out to the Members (in the last Chronicle of the year) that it is beneficial for them to sign up for membership at the beginning of the calendar year. This way they receive the first issue of the Chronicle, which they otherwise would miss.

National Co-ordinators could circulate a document to potential EMAC candidates pointing out the membership benefits.

An analysis of membership fluctuation might give a conclusion of reasons for members to sign up/ renew/ resign.

3. Elections & New Officers

Congratulations were extended to the new members of the Executive Committee following the elections 2001:

- President-Elect : Lutz HILDEBRANDT

- National Co-ordinators:
- Australia: Mark UNCLES
- Greece: Nikolas PAPAVASILIOU
- Hungary: Jozsef BERACS
- Ireland: Frank BRADLEY
- Norway: Einar BREIVIK
- Portugal: Minoo FARHANGMEHR
- Slovenia : Boris SNOJ
- Sweden: Claes-Robert JULANDER

In the future EMAC should try for more nominations and more competition in elections.

4. Financial Results 2000

EMAC is financially in a healthy situation (see ANNEX VI, EMAC Accounts). The association was able to increase its surplus from previous years of 47.000 Euro (all numbers rounded) by another 21.000 Euro. At the end of 2000, the Membership Fees and the Fixed Conference Contribution from Rotterdam were still outstanding, as well as the Royalties IJRM 2000.

In 2000, a slightly smaller amount in Individual Fees than during the previous year was received from the members and less had to be paid to Elsevier for sending out the journal. This reflects the slight decrease in membership. The Doctoral Tutorial 1999 only had to be sponsored slightly by the association, only some 400 Euro in excess costs had to be covered by EMAC.

It was proposed that some of the money received in royalties could be channelled into supporting the Doctoral Colloquium. A cost structure should be worked out in order to use some of this money for that purpose. It is considered important that students have access to IJRM at an early stage - so they are also inspired to submit to it later on in their careers.

The accounts were approved.

5. IJRM

Great thanks were extended to J.B. Steenkamp, the outgoing editor (until end of 2000). His achievements in stabilising and further raising IJRM's reputation were greatly appreciated. The Executive Committee welcomed H. Gatignon, thanked him for accepting the IJRM editorship, and also expressed gratitude to his institution (INSEAD), which will support him during this period.

The incoming editor presented his Editorial Policy (See **ANNEX VII** - slides will be included soon). IJRM's mission is to "advance ideas" in terms of content, and to explore new methodologies. H. Gatignon plans on shifting the former more into focus again and encourages the submission of more conceptual papers. Selection shall be based upon "innovation & rigour"; the topics shall be preferably international. A Board of Consulting Editors shall be involved in the selection process. The manuscript Review Process will involve Instructions to Reviewers and insist on electronic contacts with reviewers and authors. At present the problem arises, that there is no satisfactory stock of papers in the pipeline. "Audience and Visibility" will be prior concerns for the journal - including the strategic question of special issues. In order to become truly international, the list of subscriptions must become world-wide.

7. Future Conferences

Graham Hooley designed a document with Conference Guidelines (ANNEX VIII). All members of the Committee, especially past conference organisers, are asked to give their inputs to Graham.

Minoo Farhangmehr will do a presentation of the Braga conference 28-31 May 2002 at the General Assembly - and will distribute the Call for Papers as from the first day of the conference. At the moment 2 sponsors have been found. The fee will be higher than in Bergen, but it will include free transport from the airport to Braga. **She proposed to hold the Intermediary Executive Committee Meeting 19/20 October in Braga.**

Strathclyde has not yet submitted a formal proposal for the conference in 2003. The dates are not firmly fixed yet.

The Executive Committee accepted the proposal to hold the 2004 conference in Murcia (venue will be a conference center).

ACTION

A joint symposium with ANZMAC will take place at the Singapore INSEAD Campus 16-18.12.2002.

8. EIASM and EMAC / website and network

In March an Associations' Meeting took place in Brussels. (ANNEX IX - Report on Meeting). The document outlines the direction into which the Institute is moving, via an improved database and web presence. The associations are invited to collaborate in this development.

The welcome package to the new members now contains an EMAC mousepad.

9. EMAC publications and relationships with other journals

Gilles Laurent presented the development of the New Electronic Publication, which will NOT be a competing journal, but will rather try to identify good teaching materials in different countries. **It is important to get feedback and suggestions on this idea and he is waiting for proposals of colleagues who would be ready to take over this challenge.**

ACTION

10. EMAC and other organisations / ANZMAC, AFM

Relationships with ANZMAC are excellent.

Suzanne C. Beckmann had received a letter from the French Marketing Association (ANNEX X). This proposal must be considered carefully, because other national associations might propose similar deals and some of these national bodies have international aspirations.

Several thoughts were forwarded: Networking with the AFM should address young researchers and should not involve a reduction of fees on top level)/ the associations should agree on joint goals/ EMAC could serve as an umbrella association to national bodies/ EMAC has lived from individual members and contributions and should not get involved with national organisations. **The discussion will be continued at the Braga meeting in October 2001.**

ACTION

Suzanne C. Beckmann will write an open letter to AFM that EMAC is working on a strategy.

11. Miscellaneous

On November 5-6, Hans Kasper and Lars Gunnar Mattson will hold a workshop in Brussels following up upon their post-conference workshop on "Business-Academia-Interaction" in Bergen.

In the future there should be a Best Conference Paper based on a Doctoral Thesis by a Doctoral Student.

No further points were raised and the meeting was adjourned.