

**EMAC Intermediary Executive Committee Meeting  
2001  
Friday 19/10 until Saturday 20/10  
in Braga, Portugal**

**AGENDA**

- 1) Minutes of the Executive Committee Meeting 2001 in Bergen
- 2) EMAC 2002 in Braga
- 3) Future Conferences: 2003, 2004, 2005, 2006 and Big Mac
- 4) Membership & Recruitment
- 5) IJRM and New Publication (Electronic Journal)
- 6) Academia – Business Interaction: Report of the May and November workshop
- 7) Organisation of the Doctoral Colloquium
- 8) EMAC Website
- 9) EMAC Statutes
- 10) Relationships with other associations
- 11) Miscellaneous

## EXECUTIVE COMMITTEE EMAC 2001 - Participants

President	S.BECKMANN
Past President	J. SAUNDERS
Vice-Presidents:	
Conferences	G. HOOLEY
Development	L. HILDEBRANDT
External Relations	L.G. MATTSSON
Publications	G. LAURENT
National Coordinators:	
Australia	M. UNCLES
Austria	H. MÜHLBACHER
Belgium	E. GIBSBRECHTS
Canada	U. DE BRENTANI
Denmark	M. BJERRE
Finland	K. MÖLLER
France	P. AURIER
Germany	S. ALBERS
Greece	G. AVLONITIS
Hungary	J. BERACS
Ireland	F. BRADLEY
Italy	M. COSTABILE
New Zealand	R. BRODIE
Norway	E. BREIVIK
Portugal	M. FARHANGMEHR
Slovenia	B.SNOJ
Spain	J.L. MUNUERA
Sweden	C. R. JULANDER
The Netherlands	H. KASPER
U. K.	V. WONG
U. S. A.	G. LILIEN
Ex-officio:	
IJRM Editor	H. GATIGNON
EIASM Director	G. VAN DYCK
Executive Secretary	L. GEENS
Special Guest:	
Conference Organizer 2003	M. SAREN

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

### 1) Minutes of the Executive Committee Meeting 2001 in Bergen

The minutes of the Executive Committee Meeting in Bergen 2001 were approved and may be published in the forthcoming chronicle.

### 2) EMAC 2002 in Braga

After a visit of the premises Mino Farhangmehr gave a short presentation of the University of Minho, School of Economics and Management (<http://www.uminho.pt>). She then continued with a general outline of the conference program of the 31<sup>st</sup> EMAC Conference, which will take place on 28<sup>th</sup> - 31<sup>st</sup> May 2002. The theme will be "Marketing in a changing world".

The University of Minho is located in two cities: 70 % of the students are situated in Braga and 30% are situated in Gualtar, which is the oldest city of Portugal. The Economics Department has approximately 800 students, divided over four sections: economics, management, international business and international relations.

The organisers have distributed in total approximately 6 500 call for papers, 500 calls were delivered during the EMAC Conference in Bergen, near 3 000 calls were sent during August – September all over the world and over 3 000 calls were sent by email. There will be another call for papers through ELMAR-AMA (American Marketing Association) and last but not least in October 1 000 posters will be sent to universities all over the world.

The organisers are in the process of compiling the list of reviewers for submitted papers. 208 invitations were distributed, 148 replied and 121 persons are prepared to co-operate. Graham Hooley reminded of that before turning the submitted papers into a PDF-file for reviewing, the name of the author has to be deleted in the document info (file-menu / properties). The plenary sessions will be organised in the building CP-I, as well as all the coffee breaks. A central hall can be used for this purpose and all the publishers will be placed at the same location. The parallel sessions and the Internet room will be located in the building CP-II, and the Doctoral Colloquium at the EEG building. For the lunch-breaks, the University restaurant (self-service) will be enlarged with a terrace.

The organisers suggested a social programme composed of a reception dinner on 28<sup>th</sup> May at 18.00hrs, the Conference dinner on 30<sup>th</sup> May, and a visit to the Port Wine Cellars on 31<sup>st</sup> May. One of the sponsors for the Conference is the owner of a network of shopping malls all over Portugal. He offers 25.000 euro and invites everybody to visit his shopping mall in Porto on 29<sup>th</sup> May. It was decided that it will be quite difficult to combine such a visit with the conference due to time constraints.

The organisers have selected two kinds of hotels for the accommodation of the participants, in the Centre of the city and in the mountains, at 10 minutes distance of the university. Transport from the airport might be a problem since the airport is under construction. The only way is to travel by taxi. Participants will be informed about this by e-mail and on the website. The University of Minho will offer free transport in the morning and evening from the hotels to the campus. It was negotiated with the University of Minho to reduce their rate on the income of the Conference from the normal 10 % to 5%.

The organisers proposed the following schedule, which was accepted: parallel sessions from 09.00 until 10.30, a coffee break of 30 minutes, to have a second session from 11.00 until 12.30, to continue after lunch at 14.00 until 15.30, a coffee break of 30 minutes and a last session from 16.00 until 17.30. For the one and only plenary session the organisers have already invited some people but are still waiting for confirmation.

Thursday, 30 May, is a national holiday, with influences on the opening of banks, shops, transport etc. This will be very clearly communicated to all participants to avoid disappointments.

There are two sponsors who are interested to offer a contribution to the Best Paper Award. Houghton Mifflin International and Qualitative Market Research, an International Journal. There were objections against the sponsoring by a competitive journal and therefore only the offer of Houghton Mifflin will be accepted. It was agreed upon that this award should be given to the best conference paper on a Ph.D.-thesis. The award will be presented during the conference dinner.

The organisers should insist to follow the clear rule that only 5-pages abstracts can be submitted and that the deadline should be respected. No exceptions will be accepted. If people send in papers of more than 5 pages, they will be asked to change the paper, if not the paper will be rejected.

In order to facilitate the work of the local organisation of the Conference, the EMAC secretariat has to send a EMAC membership list to the University of Minho, 4 weeks before the registration of the Conference. This procedure will be added to the EMAC conference guidelines.

The deadline for the local organiser of the Conference to transfer the block-payment of membership-fees to EIASM will be 4 months after the Conference. This procedure will also be added to the guidelines.

There was a discussion about the organisation of the poster session. The policy of putting rejected papers in a poster session, which was invented at Rotterdam, was experienced as negative and sending the wrong signals. Since the possibility to submit for a poster session is not mentioned in the conference announcement it was suggested to encourage the participants of the Doctoral Colloquium to stay on for the poster session.

With regard to a social programme for accompanying spouses, it was decided that the conference organisers should put information and suggestions on the website.

### **3) Future Conferences: 2003, 2004, 2005, 2006 and Big Mac**

2003: The organiser Michael Saren of the University of Strathclyde introduced his university. The organisation of the EMAC Conference 2003 will be very similar to the Conference in Bergen as the Conference will be held in one hotel. This hotel is centrally situated, near the station, bus stops and shops. All facilities of The Graduate Business School will be available for the Conferences and the Mayor would like to welcome everybody at a city reception. A visit to the city of Glasgow at 20 km distance, including a visit to the International School of Art, designed by Mackintosh will be scheduled.

The proposal of the University of Strathclyde was accepted with applause.

2004: Murcia. The proposal was accepted and the Vice President Conferences Graham Hooley encouraged to get in touch with J.L. Munuera.

With regard to conferences beyond 2004, proposals from Milan (2005) and Athens (2006) were received. They will be further discussed at the meeting in May 2002.

Big Mac: Graham Hooley explained that the idea of a joint Conference of EMAC and ANZMAC has been discussed for several years. This has ultimately lead to the joined symposium, which will take place in Singapore in December 2002, in co-operation with Insead. Graham Hooley and Roderick Brodie are the organisers. Because of organisational restriction, the participant numbers will be limited to 80, 40 members of EMAC and 40 members of ANZMAC.

The formal call for papers shall be sent out shortly and a first announcement has been made in the EMAC Chronicle. The symposium will be organised in four tracks and for each track two track chairs have been appointed, one each from ANZMAC and EMAC:

1. Business to Business Networks: Lars-Gunnar Mattsson and Ian Wilkinson
2. Services Networks: Hans Kasper and Mark Patterson
3. Networks in the New Economy: Kristian Möller and Mark Gabbott
4. Consumer to Business Networks: Suzanne C. Beckmann and Rob Lawson

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

The Vice-President Lutz Hildebrandt explained that the official number of members of EMAC for 2001 is currently about 500.

In order to increase membership it was decided to improve what EMAC is offering already, such as developing an electronic journal and make the website more attractive. New members should receive a CD-ROM of the latest conference in their welcome package, which so far consists of a welcome letter by the President and a mouse pad with the EMAC logo.

Lutz Hildebrandt remarked that he has received a letter of the SHETH-Foundation with the offer of sponsoring and collaboration. It was decided that more details would be needed before pursuing this any further and Gary Lilien offered his help.

#### **8) EMAC Website**

The EIASM has launched a newly designed website. For technical reasons it is now necessary to install also a new server at EIASM. This created a delay with the installation of the direct link with the EMAC-address ([www.emac-online.org](http://www.emac-online.org)).

The new design of the EMAC website should be realised within the next few months. The President suggested to split the website in two sections, where the first would contain all the general information about the association, while the second would be only accessible for EMAC members with a password.

This membership service would consist of the EMAC Chronicle, Membership Directory, and Proceedings of EMAC conferences. Also chat rooms for special interest groups were considered. The general information accessible to everybody would contain most of what is available on the current website plus a link to the "History of EMAC".

It was decided that the frequent updating of the website is of utmost importance, and hence, both the President and the Vice President Development will be responsible for it in collaboration with the EIASM webmaster.

## **9) EMAC Statutes**

It was suggested that the EMAC statutes have to be revised because they were developed at a stage when EMAC was a small association. Since the statutes of EMAC are under Belgian Law, any changes and amendments have to be checked for compatibility with Belgian law.

There was a proposal of Gilles Laurent, based on the structure of the French association AFM. Basically they have a smaller executive committee that meets 6 times a year. For EMAC we could stick to the two meetings a year of the big executive committee and have several meetings of a small sub committee. EMAC could be organised on a two level structure, an election based structure and a separate level for discussion. In this case, the statutes have to be changed to give authority to these small groups, otherwise all the discussions will be done again at the meetings.

The UK association works also on a two level structure. They have two meetings of the executive committee a year and several meetings of the sub-committee. The president, the secretary, the vice-presidents and two members of the executive committee (on a rotation base) are in this sub-committee. They have meetings in advance of the big meetings.

It was decided that the President-Elect, the Past President and the President, together with the EMAC secretary, will prepare a document on the basis of other association's statutes for discussion at the next Executive Committee Meeting in May 2002.

## **6) Academia - Business interaction: Report of the May and November workshop**

Hans Kasper and Lars-Gunnar Mattsson reported on the May workshop, which took place right after the EMAC Conference in Bergen attended by some 40 participants. All attendants were very positive about the event and underlined the need for more business-academia interaction.

The November workshop was cancelled in the end. Only a few papers were received and it was not worth the cost of organising such a workshop for only a few people. The suggestion was made that not EMAC but EIASM could take up this initiative and organise a future event around the topic of business-academia interaction for all domains represented by the associations associated with EIASM.

## **7) Organisation of the Doctoral Colloquium**

In line with the EMAC conference guidelines, a set of guidelines for the organisation of the Doctoral Colloquium has been written and will be available for all future organisers.

The committee organising next year's Doctoral Colloquium consists of Veronica Wong (chair), Amanda Broderick, Henry Robben and José Carlos Pinho.

It was agreed that the participation for the Doctoral students at the Conference should remain at democratic conditions. Hence, the Colloquium will continue to be organised during the week-end, giving the opportunity to book the cheapest air tickets.

It was also decided that the royalties that EMAC receives every year from Elsevier could be used for the purpose to reduce the price for the students. The participation fee for students for the Braga Conference will be 300 euro, while EMAC will sponsor 100 euro and the University of Minho 25 euro, so that the participation fee of 425 euro is achieved. Students have to be informed about this possibility upon acceptance of their proposal.

## **5) IJRM and New Publication (Electronic Journal)**

Hubert Gatignon presented the situation of IJRM, which is looking good. However, increase in subscriptions would be desirable. It was decided that Hubert Gatignon sends a pdf-file of his editorial and IJRM flyers to the EMAC secretary (currently Gerry Van Dyck) who will then organise distribution to all board members.

Regarding the new electronic publication, Gilles Laurent and Lutz Hildebrandt had first approached a colleague who seemed to be interested in taking charge of it, but that colleague finally declined. Gilles and Lutz have approached another colleague, a German professor, who is interested in the idea, and is currently preparing a more detailed project. A project should be presented at the May meeting. Gilles reminds the Executive committee that the idea is not to start another traditional academic journal that would compete with IJRM. Rather, the idea is to create an instrument of transnational collaboration among European colleagues, in the domain of pedagogy. This could be a useful source of teaching-oriented services for EMAC members, and therefore, potentially, an additional motivation for teaching-oriented colleagues to join EMAC.

## **10) Relationships with other associations**

EMAC was formally approached by the French Association AFM inquiring about possibilities for a closer collaboration, including a list of specific suggestions. The UK's Chartered Institute of Marketing Academic Senate gave its member Veronica Wong the opportunity to report on more intensive collaboration opportunities at their last meeting.

After a longer discussion about the advantages and disadvantages as well as objectives of stronger relationships with national associations, it was decided to use the AFM suggestions as a starting point and case study. The following proposal was accepted:

- An optional joint membership of AFM and EMAC with a deduction of 10% on the membership fees (to be announced in the next newsletter of both associations)
- Representation of AFM in EMAC via the national coordinator France
- Electronic networking via each association's website

## **11) Miscellaneous**

- At the EMAC 2001 conference, all IJRM editors were honoured for their contribution to the EMAC community. It was discussed who could be eligible for next year and the coming years, and, to facilitate the procedure, decided to establish a committee consisting of five past-presidents, which should both establish criteria for nominations for EMAC fellow as well as a list of suggestions. The President will ask the very first EMAC President Susan Douglas to be chair of this committee.

With regard to awards for publications, it was decided to introduce an EMAC Best Conference Paper Award (sponsored by Houghton Mifflin) based on a finalised doctoral thesis. The award will consist of a monetary prize and a plaque for the doctoral student and recognition of the supervisor. A committee, consisting of the Vice-President Conferences, the Vice-President Publications and the IJRM Editor, will evaluate the submitted papers (which will be the usual 5-pages paper). Additionally, an e-mail has to be sent out to all those who have their paper accepted for EMAC 2002 in order to ask them to identify themselves in case it is a paper based on a thesis.

- Following the discussion on amendments of the EMAC statutes as well as additions to the website and improved transparency of the association for members, it was decided to put a manual together, which describes the various tasks related to the various posts. The current Vice-Presidents are requested to send a maximum of one page "job description" to the President (deadline: mid February), who will then circulate a document for discussion prior to the next meeting.
- The President asked the national coordinators to improve the information flow to the Chronicle in order to avoid a certain country bias. Moreover, EIASM was reminded of a decision at the Bergen meeting to send out an e-mail to all members for a Chronicle deadline announcement four weeks before deadline to make sure that everybody has the opportunity to provide information to the newsletter.

No further points were raised and the meeting was adjourned after the President once again thanked everybody for joining the meeting and supporting EMAC with their commitment.

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