



Executive Committee Meeting

Braga - Tuesday, 28th May 2002

MINUTES

AGENDA

1. Minutes of the Intermediate Executive Committee Meeting October 2001 - Braga
2. Elections and new Officers for 2002/2003
3. Financial results 2001
4. Membership situation and recruitment
5. IJRM and New E-Journal
6. Report on the EMAC 2002 Week – Doctoral Colloquium and Conference
7. Future Doctoral Colloquia
8. Future Conferences
9. EMAC awards
10. EMAC website
11. EMAC statutes
12. Relationship with other organisations – policy statement
13. Miscellaneous

ATTENDANCE (names of attendants in **BOLD**)

OFFICERS

President	Suzanne C. BECKMANN
Past-President	John SAUNDERS
President-Elect	Lutz HILDEBRANDT
Vice Presidents:	
Conferences	Graham HOOLEY
Development	Lutz HILDEBRANDT
External Relations	Lars-Gunnar MATTSSON
Publications	Gilles LAURENT

NATIONAL COORDINATORS

AUSTRALIA	Mark UNCLES
AUSTRIA	Hans MÜHLBACHER
BELGIUM	Els GIJSBRECHTS
CANADA	Ulrike DE BRENTANI
DENMARK	Mogens BJERRE
FINLAND	Kristian MÖLLER
FRANCE	Philippe AURIER
GERMANY	Sönke ALBERS
GREECE	N. PAPAVASSILIOU
HUNGARY	Jozsef BERACS
IRELAND	Frank BRADLEY
ITALY	Michele COSTABILE
NEW ZEALAND	Roderick BRODIE
NORWAY	Einar BREIVIK
PORTUGAL	Minoo FARHANGMEHR
SLOVENIA	Boris SNOJ
SPAIN	Jose Luis MUNUERA
SWEDEN	Claes Robert JULANDER
THE NETHERLANDS	Hans KASPER
U.K.	Veronica WONG
U.S.A.	Gary LILIEN

EX-OFFICIO

IJRM Editor	Hubert GATIGNON
EIASM Director	Gerry VAN DYCK
Executive Secretary	Nicole COOPMAN

GUESTS

President of ANZMAC	Geoff KIEL
Chairperson 2003 Conference	Michael SAREN
Member Organising Committee	John WEBB

MINUTES

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

- the Members;
- Geoff Kiel, the President of ANZMAC;
(She reminded everybody that an agreement had been made that the President of ANZMAC was invited to attend the EMAC Executive Committee Meeting and vice versa)
- Michael Saren and John Webb, the hosts of next year's conference in Glasgow.

In order to allow two of the guests to leave early, a change in the order of presentation of the agenda points was proposed and accepted.

1. Minutes of the Intermediate Executive Committee Meeting October 2001 - Braga

Hans Kasper pointed out that one point mentioned in the agenda and discussed was missing in the minutes.

Suzanne proposed to review the minutes with Nicole and to attach the revised version to these minutes (see ANNEX I).

2. Elections and new Officers for 2002/2003

Suzanne mentioned that the problem of the low flow of nominations was persisting: only 1 voting took place (France).

Congratulations were extended to the new Members of the Executive Committee following the elections 2002:

Vice-Presidents

Vice-President Development
Vice-President External Relations
Vice-President Publications

Suzanne C. BECKMANN
Gérard HERMET
Gilles LAURENT

National Coordinators

Austria
Belgium
Canada
Finland
France

Hans MÜHLBACHER
Kristof DE WULF
Ulrike DE BRENTANI
Kristian MÖLLER
Delphine MANCEAU

8. Future conferences - Report on EMAC 2003

Michael Saren reported on the EMAC 2003 Conference which will be hosted by the University of Strathclyde from 20 to 23 May 2003. It will be held in a large 5-star hotel in the centre of Glasgow (The Thistle Hotel).

A brochure including full details and a poster have already been produced. The conference website would be opened right after the Braga Conference. All information would be available soon the web. The conference website should be linked to the EIASM website as soon as possible.

Michael could not yet say much about the academic programme. Although he was asked to avoid clichés, the normal track sessions will be kept. John Webb announced that the social programme would consist of an opening reception (hopefully at the Glasgow School of Art) and a conference dinner (in a medieval castle). The accommodation should not be a problem at all. Glasgow is offering a full range of hotels for every purse. The hotel booking will be done electronically.

Travelling to Glasgow was said to be easy too: there is a large number of flights coming into Glasgow from all over Europe. Getting to the city centre from the airport is not a problem either, the airport being located at a 15-minute taxi drive. There are also regular busses.

As to the Doctoral Colloquium, it will be held in the University. The person to interact with is Professor Susan Hart.

6. Report on the EMAC 2002 Week – Doctoral Colloquium and Conference

Doctoral Colloquium

71 proposals had been received of which 44 were accepted. The attached reports (see ANNEX II and III) drafted by Veronica Wong, the Chairperson of the Doctoral Colloquium, show more details⁷ on:

- Summary statistics
- Average scores for proposals
- Country of origin of applicants
- Gender distribution of applicants
- Doctoral Colloquium reviewers
- Subject heterogeneity
- Students' feedback
- Students' comments

Veronica thanked the host for the excellent organisation as well as for the splendid evening and excellent dinner at the Hotel Elevador.

She also thanked the faculty for the work they had done, i.e.

- Amanda Broderick
- Prashant Malaviya
- José Carlos Pinho
- Bodo Schlegelmilch
- Elin Sorensen
- Karen Gedenk
- Rudy Moenaert
- Henry Robben
- Jan Schoormans
- Luk Warlop

The feedback of the students was very positive making the Doctoral Colloquium a big success.

However, it would be good to have to look at how we could generate more value for the students in the plenary. Hubert Gatignon's presentation on 'How to publish' in itself was excellent, but it turned out that 50% of the students were not interested in becoming academics. It seemed however that a high percentage was still undecided about their future.

This issue gave lead to various comments and suggestions:

- Gary Lilien asked if this was the case whether it was not worth considering tracking the students by professional doctorate.
- Gilles Laurent raised the question whether we should not consider restricting the Colloquium to those who want to become academics.
- Graham Hooley responded that one of the objectives of the Colloquium is to exert the students to become academics.
- Hans Kasper said that the ultimate goal is to help the students with their PhD. What they want to do with it is not our problem.

Veronica finally mentioned that the students had asked to stay in touch after the Colloquium and to receive all papers presented during the Colloquium and not only those of their track

The President thanked Veronica for her commitment and involvement in the colloquium.

EMAC Conference 2002

Minoo Farhangmehr, the Chairperson of the Conference, welcomed all Executive Committee Members to Portugal and announced that 594 papers had been submitted of which 297 had been accepted for presentation.

The attached full report drafted by Minoo (see ANNEX IV) includes the following:

- General information
- Number of papers per author
- Authors with 5 papers
- Country distribution of authors
- Best paper based on a PhD thesis
- Reviewing
- Feedback from experience

Discussions followed on several issues raised by Minoo:

- 1) Regarding the high number of withdrawals after approval, the Executive Committee Members agreed that it was not ethical and that something had to be done about it.

Graham Hooley asked Minoo if she could give the list of authors who had withdrawn. It was suggested that in the future the papers accepted of the authors who have not registered for the conference by the acceptance deadline should be withdrawn.

- 2) The Publishers request different pricings for different spaces and one free registration for one representative.
- 3) The request for delays asked by reviewers caused problems in sending the paper to a 3rd reviewer when needed. This turned out to be often the case as quite a big span of papers (+/- 260 papers) were given positive points by one reviewer and negative points by the second reviewer. Sönke Albers suggested to start the review process earlier. Gary Lilien suggested that only the organisers should process the submissions that arrived on time and not wait for the late submissions.
- 4) The President reminded that it had been decided a couple of years ago that the 5 page abstract would not be re-discussed anymore.
- 5) At one point in time, it had also been decided that only 1 paper could be submitted as 1st author. This should be included in the guidelines.
- 6) All Academicians should know that their paper can be rejected.
- 7) Those who cannot read guidelines should be excluded.

3. Financial results 2001

The attached Accounts 2001, i.e. Statement of Income & Expenditure + Balance Sheet (see ANNEX V and VI) were presented.

Hans Mühlbacher was wondering why there was such a huge amount of money on the EMAC bank account (87.236,- €). The President replied that we could investigate some investment opportunities but that part of the money would be absorbed during the next months by the website and the new E-Journal. The issue will be re-discussed at the October meeting.

The accounts 2001 were approved.

4. Membership situation and recruitment

The membership situation for the 5 last years was presented (see ANNEX VII). For the year 2001 the membership shows an overall increase except for some countries, namely:

- Sweden → Claes R. Julander was asked to promote the Association
- Spain → not to worry about as the conference will be held in Spain in 2 years time
- U.K. → numbers are quite stable and should increase after next year's conference

Some Executive Committee Members (J. Beracs and G. Lilien) complained that EMAC Members were lapsing in their countries. Several Executive Committee Members (Claes Julander, John Saunders, Lutz Hildebrandt) claimed not to be an EMAC Member themselves, thus not receiving neither the Chronicle nor the Journal.

The problem is probably due to the fact that quite a few persons, ex EMAC Members, did not renew their membership at the beginning of the year and were not reminded to do so. This phenomenon is not new. The EIASM was requested to look into the EMAC membership lists analysing the situation over the past years.

Upon the request of Marc Uncles, Nicole will send an updated list of EMAC Members sorted by country to each National Coordinator.

5. IJRM and New E-Journal

Since he was going to report lengthwise during the IJRM Meeting and as time was short, Hubert Gatignon very briefly mentioned that the Journal was doing well and that numbers of submissions had increased (14% in 2001 and 30% in 2002).

Gilles Laurent gave a presentation (see ANNEX VIII) regarding the new electronic publication which Prof. Dr. Manfred Krafft would take care of with the aim of deciding for the interest and the financial viability of the project.

The President reminded the Members that the principles had been discussed many times and that it had been agreed that this new publication should not jeopardize the Journal.

A 'tour de table' was organised giving each Member the opportunity to express his feelings about this new project:

- Gary Lilien wanted to encourage Manfred:
 - to think of some transition mechanism as a recruitment tool;
 - to simplify the organisation;
 - to submit a more realistic budget (the item "other expenses" is far too low).
- Hans Mühlbacher was asking for some convincing arguments as to what would be the benefits for the potential contributors to this new publication.
- John Saunders was wondering whether there is a revenue stream.
- Claes Robert Julander was questioning our knowledge about this market and if there is any interest in this product out there.
- Marc Uncles said he believed that there is a market for this product but was querying whether we were not going into competition with the printing world (Elsevier...).

The President suggested Gilles Laurent to send the Members' comments to Manfred. Further comments could be sent to Gilles within a 4 weeks' deadline. The matter would be discussed and decided by electronic way.

Gary Lilien wanted to understand whether the Executive Committee was in favour of the idea or not. All Members who were in favour were asked to raise their hand. A large majority raised their hands.

Gilles Laurent asked if a subcommittee could further discuss the project. The following Members were appointed Members of this subcommittee:

- Lutz Hildebrandt (the President)
- Suzanne C. Beckmann (the past President)
- Hubert Gatignon (the Editor)
- Gary Lilien
- John Saunders
- Gilles Laurent

8. Future conferences

Graham Hooley presented the locations/host towns for the future EMAC Conferences:

- 2004: Murcia → proposal already approved
- 2005: Milan → formal proposal will be sent in October by SDA Bocconi
- 2006: Athens

7. Future Doctoral Colloquia

Suzanne asked Veronica if she was prepared to chair the Doctoral Colloquium 2003. Veronica asked Suzanne to discuss this issue with her outside the Executive Committee Meeting.

9. EMAC awards

At last year's conference, all IJRM Editors were honoured for their contribution to the EMAC community. This year no diplomas were handed out. Suzanne has asked Susan Douglas to chair a committee that will present suggestions on criteria for awarding EMAC fellowships, bearing in mind an earlier decision that these awards will not be given for academic achievements but for outstanding service to the EMAC community. The criteria for next year's conference will be discussed at the next Executive Committee Meeting to be held in October 2002.

10. EMAC website

Nicole mentioned that the member password protection to some sections of the website was about to be implemented. She also explained that the Membership services on the website could be extended upon request by the Executive Committee. The time frame and the costs involved would however depend upon what is requested.

The President confirmed her suggestion to split the website in two sections, where the first would contain all the general information about the association, while the second would be accessible only to EMAC Members with a password. She also suggested to put the Chronicle on the web and to split it up in different sections.

Under her new responsibilities as Vice President Development, Suzanne C. Beckmann reported that she would follow this up with the EIASM together with Lutz Hildebrandt.

11. EMAC statutes

The President explained briefly the background for the document (see ANNEX IX) provided by the EIASM, which described the current status as well as the incorporation process to follow in order to become an independent association. The process was approved and it was decided that Nicole would write a draft for EMAC along the lines of other associations' statutes. The draft should be available early September and can then be discussed at the October meeting.

12. Relationship with other organisations - policy statement

The President reported that the relationship between EMAC and AFM had been officially announced in the EMAC Chronicle published in January 2002 as well as in the AFM Newsletter.

Due to lack of time, it was decided that the document prepared by Veronica Wong regarding "EMAC's affiliation with the UK's Chartered Institute of Marketing (CIM)" would be discussed during the Executive Committee Meeting held in October 2002. So would the relationships with any other academy.

13. Miscellaneous

New collection of membership fees

Minoo faced the situation whereby people registered for the 2002 Conference as members while they had not yet paid their 2002 membership fee. The membership fee is indeed valid from 1st January to 31st December. Quite a few members seem to have forgotten to renew it and no reminder was sent from the Brussels Secretariat.

In order to avoid this problem in the future and to facilitate the administrative organisation of the association, the EIASM through Nicole proposes that the membership fee would be collected for the following rather than the running year along with the conference fee. This could only be started as of 2004 as the 2003 conference fee has already been announced.

The new system will be re-discussed and submitted for approval during the next Executive Committee Meeting that will be held in October 2002.

EIASM fee for organising the Doctoral Colloquium

The President mentioned that the result of some discussions between herself and Gerry Van Dyck and Katrin Stichtenoth from the EIASM concerning outsourcing the administrative work related to the organisation of the Colloquium had not been officially announced. It had indeed been agreed that the entire organisation of the Doctoral Colloquium 2002 would be outsourced to the EIASM for which they would charge to EMAC:

- 3.500,- BEF (= 87,- €) per accepted paper
- 2.500,- BEF (= 50,- €) per rejected paper

Conference including a Saturday

Gilles Laurent was asking whether the conference could not include a Saturday allowing the participants to benefit from low cost airfares. The President reminded him that it depends on the Doctoral Colloquium where the students are facing the same problem.

Next Executive Committee Meeting

The meeting will be held in Glasgow. Two dates were proposed:

- 1) 25-26 October 2002
- 2) 18-19 October 2002

The new President, Lutz Hildebrandt, thanked Suzanne for all the work she had done during her two-years' Presidency.

No further points were raised and the meeting was adjourned.
