



# Executive Committee Meeting

Glasgow – 20<sup>th</sup> May 2003

## MINUTES

The President, Lutz Hildebrandt, welcomed the attendees and opened the meeting.

Although the various points of the agenda were not discussed in the pre-established order, the minutes do follow the order of the agenda.

## AGENDA

1. Approval of the minutes of the Intermediate Executive Committee Meeting  
October 2002 - Glasgow
2. Report on the Steering Committee Meeting January 2003 - Brussels
3. Elections and new Officers for 2003/2004
4. Financial results 2002
5. Membership situation 2002
6. Report on IJRM and New E-Journal
7. Report on the EMAC 2003 Week – Doctoral Colloquium and Conference
8. Future Doctoral Colloquia
9. Future Conferences
10. EMAC fellowships
11. EMAC website
12. EMAC statutes
13. Relationship with other organisations
14. Miscellaneous

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

### OFFICERS

President	<b>Lutz HILDEBRANDT</b>
Past-President	<b>Suzanne C. BECKMANN</b>
President-Elect	--
Vice Presidents:	
Conferences	<b>Graham HOOLEY</b>
Development	<b>Suzanne C. BECKMANN</b>
External Relations	<b>Gérard HERMET</b>
Publications	<b>Gilles LAURENT</b>

### NATIONAL COORDINATORS

AUSTRALIA	<b>Mark UNCLES</b>
AUSTRIA	<b>Hans MÜHLBACHER</b>
BELGIUM	<b>Kristof DE WULF</b>
CANADA	Ulrike DE BRENTANI
DENMARK	Mogens BJERRE
FINLAND	<b>Kristian MÖLLER</b>
FRANCE	Delphine MANCEAU
GERMANY	<b>Sönke ALBERS</b>
GREECE	<b>Nikolaos PAPA VASSILIOU</b>
HUNGARY	<b>Jozsef BERACS</b>
IRELAND	<b>Frank BRADLEY</b>
ITALY	<b>Michele COSTABILE</b>
NEW ZEALAND	<b>Rod BRODIE</b>
NORWAY	<b>Einar BREIVIK</b>
PORTUGAL	<b>Minoo FARHANGMEHR</b>
SLOVENIA	Boris SNOJ
SPAIN	<b>Jose Luis MUNUERA</b>
SWEDEN	<b>Claes Robert JULANDER</b>
THE NETHERLANDS	Hans KASPER
U.K.	<b>Veronica WONG</b>
U.S.A.	<b>Gary LILIEN</b>

### EX-OFFICIO

IJRM Editor	<b>Hubert GATIGNON</b>
EIASM Director	Gerry VAN DYCK
Executive Secretary	<b>Nicole COOPMAN</b>

## MINUTES

### 1. Minutes of the Intermediate Executive Committee Meeting October 2002 - Glasgow

The minutes were approved.

### 2. Report on the Steering Committee Meeting January 2003 - Brussels

The President presented a summary of the various points on the agenda of the Steering Committee held in Brussels on 30<sup>th</sup> January 2003:

1. EMAC Statutes
  - The statutes revised by the Steering Committee were going to be sent to all Executive Committee Members for approval.
  - It was decided that a Treasurer should be appointed who would start as of 2004 when the statutes would become official.
2. EMAC Conferences
  - It was decided that future conference proposals have to be made on the basis of the EMAC Conference Guidelines, which will be sent out by the EMAC Secretariat to each new organizer.
3. Relations to other organizations
  - It was proposed to re-launch the old relationship with ESOMAR. Gérard Hermet had agreed to take care of this.
  - Gérard will come at the next meeting with some proposals for an EMAC policy regarding relationships with companies.
4. Quality improvement
  - It was decided that if the special session model was working well in Glasgow, it should be extended in the following conferences.
  - It was also decided that for next year the track chair system should be tried out. Special sessions with invited speakers should also be part of the programme.
5. Membership
  - It was decided to:
    - to send an e-mail reminding members to pay their membership fee 2003;
    - to print and send for each member an annual membership card;
    - to send an e-mail in December 2003 reminding members to pay their fee 2004 before April 15, otherwise they would be charged for the non-member fee at the conference.
6. New publications
  - It was announced that:
    - Manfred Krafft was planning to prepare a preliminary version of the new e-Journal to present at the Executive Committee Meeting in Glasgow;
    - The selection process of the IJRM Editor-in-Chief was going on.
7. Miscellaneous
  - It was decided that the President and Vice Presidents could get from the EIASM the membership list anytime to send out messages linked to their responsibility.

He announced that the next Steering Committee would take place next January.

### **3. Elections and new Officers for 2003/2004**

The President congratulated the new members of the Executive Committee following the elections 2003:

President-Elect	Graham Hooley
Vice-President Conferences	Veronica Wong
National Coordinators:	
- Denmark	Klaus Grunert
- Italy	Michele Costabile
- Spain	José Luis Munuera
- The Netherlands	Ed Nijssen
- United Kingdom	Michael Saren

### **4. Financial results 2002**

The President presented the Accounts 2002, i.e. Statement of Income & Expenditure + Balance Sheet (see ANNEX I).

The accounts 2002 were approved.

Hans Mühlbacher pointed out that the bank account was showing a considerable amount (116.150 €) for which only 1.651 € interests were given. It should be checked if this money could not be invested in a better way. The President mentioned that some larger expenses (e.g. new e-Journal) might be engaged next year for which the money will be needed at short term.

### **5. Membership situation 2002**

The President presented the membership situation for the 5 last years (see ANNEX II). The total number of members slightly increased. Some countries faced an impressive increase (e.g. Portugal + 150%) while others faced an important decrease (e.g. Norway - 62 %).

More worrying is the decrease of members in countries with no conference effect (e.g. USA, Denmark). The National Coordinators of these countries should try to understand the reasons for these membership losses.

Another problem is "member retention". The total number of members is quite stable, but the members are changing regularly. Building up the non-conference benefits could help to solve this.

## 6. Report on IJRM and new e-Journal

Gilles Laurent presented the results of the work of the Review and Steering Committee for the Editor of IJRM. Because of the excellent evaluation, the committee nominated Hubert Gatignon for a second period as editor of IJRM. Hubert accepted the nomination.

Gilles thanked Hubert Gatignon for his continuous commitment and complimented Georgette, Hubert's assistant, for the excellent work she had done.

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Hubert Gatignon thanked the EMAC Executive Committee Members for their trust. He was happy to announce that the Journal is doing well and that the number of submissions slightly increased again. He reported extensively on the following:

- 2002 Best Paper Award
- Pipeline of Accepted Articles
- Status on submissions and processing
- Composition and evolution of audiences
- Objectives and action plan

Full details can be found in ANNEX III.

Hubert's objective is to establish IJRM as one of the most pre-eminent scientific journals in Marketing in the world. To reach this objective, he plans to:

1. to increase the visibility of the journal by marketing the electronic availability of the articles;
2. to involve more top academics from across the globe.

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Gilles Laurent introduced the **new e-Journal** issue by mentioning that the objective of this project was to bring additional benefit to EMAC members.

Manfred Krafft then reported on the project development, made a short tour of the current website and presented the structure of the reading, writing and editing process in their content management system. Full details can be found in ANNEX IV.

After Manfred Krafft left the room, the following question was posed to all members: Do we believe in this project and do we further invest in it?

All members being in favour of Manfred's project, it was decided to allocate him another 10.000 € enabling him to proceed.

It was suggested that Manfred gets support from the Executive Committee. The issue will be discussed and decided by the Steering Committee in a meeting scheduled for the day after.

## 7. Report on the EMAC 2003 Week – Doctoral Colloquium and Conference

Veronica Wong, the Chairperson of the **Doctoral Colloquium**, reported that 62 proposals had been received of which 44 had been accepted.

The attached presentation made by Veronica (see ANNEX V) includes the following:

- Summary statistics
- Subject heterogeneity
- Student feedback
- Student comments
- Reviewers – Country level
- Reviewers – Individual level

As 4 students cancelled because of lack of funding, Veronica suggested that the EMAC would think of a solution for this. The suggestion was made that the Steering Committee comes up with a proposal.

The President thanked Veronica for the excellent job she had done.

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Michael Saren, the Chairman of the **Conference**, presented the following figures:

- 376 registered delegates
  
- 556 academic papers
- 196 academic reviewers
  
- 240 papers accepted (incl. 9 from Big Mac)
- 316 papers rejected
- 17 papers accepted for poster session

He also reported on the review process issues, i.e.:

- Only 4 written complaints
- Low or conflicting scores
- Insufficient detailed comment
- Poor quality of comment
- Apparently inappropriate reviewer

and mentioned two possible solutions:

1. Track chair system
2. Methodological codes in addition to topic categories

The President thanked Michael for all his efforts to make the conference successful.

## 8. Future Doctoral Colloquia

The Steering Committee will discuss who will be organizing the next Doctoral Colloquium.

## 9. Future conferences

José Luis Munuera reported on the **EMAC 2004 Conference**, which will be hosted by the University of Murcia from 18-21 May and handed out the pre-announcement leaflet.

José Luis made an extensive presentation on What, Where, When, How much, Who and How. The answers to all these questions can be found in ANNEX VI.

He also explained that he had tried to innovate the conference by moving from a typical review system to a track system. He also took the opportunity to involve some great scholars from the U.S. (x 9) and mentioned that several European scholars (x 6) had refused the invitation. Nevertheless 75% of the reviewers are still Europeans. This led to a long discussion about the review process and the role of the track chairs, which seems not to be clearly articulated. Graham Hooley suggested to set up a committee who would look into this and put it on paper.

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Sandro Castaldo and Gabriele Troilo reported on the **EMAC 2005 Conference**, which will be hosted by the Institute of Management "G. Pivato", Bocconi University from 23-25 May. Full details can be found in ANNEX VII.

The question was raised as to what conference fee they were forecasting. Although the fee has not been fixed yet, they are planning not to ask more than 500 euros including membership fee.

Several members of the Executive Committee claimed that the Conference is now too expensive. It was decided to discuss the price structure for future conferences.

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Gilles Laurent reported on the **special sessions** in the EMAC 2003 Conference, which should provide for a set of interesting presentations and should be successful.

He proposed to keep the same system a. It should however remain something exceptional in the programme which should contribute to bring good scholars to the conference.

## **10. EMAC fellowships**

Suzanne Beckmann reported that Suzan Douglas had put together a group of people and had drafted a proposal entitled "Network of Fellows of the European Marketing Academy", which was discussed at the Executive Committee Meeting of October 2002 in Glasgow.

A separate meeting during the conference was organized by Suzan Douglas to discuss the possible role of the fellows (minutes attached).

## **11. EMAC website**

Suzanne was happy to announce that the new website had been launched just before the conference and was hoping that all members had had the opportunity to visit it.

She asked to report content issues to her and technical problems to Nicole.

## **12. EMAC statutes**

All remarks made by the Executive Committee Members had been inserted in the latest version, which was handed out.

As soon as the lawyer would give his feedback on those changes, his comments would be discussed among the Steering Committee Members.

## **13. Relationship with other organisations**

Graham Hooley reported on the ANZMAC-EMAC Research Symposium, which took place in Perth in December 2002 (see ANNEX VIII).

Graham concluded that it was a very positive experience, which was worth repeating in a slightly different format. He is welcoming any idea or suggestion.

## 14. Miscellaneous

- Gérard Hermet reported that he had contacted ESOMAR and proposed to organize a joint event in 2004. Although their knowledge about EMAC was poor, they were very positive about the idea.
- The next EMAC Executive Committee Meeting is scheduled for October 24/25 in Murcia.

No further points were raised and the meeting was adjourned.

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