



# Executive Committee Meeting

Murcia – 24<sup>th</sup> & 25<sup>th</sup> October 2003

## MINUTES

The President, Lutz Hildebrandt, welcomed the attendees and opened the meeting. He mentioned that due to organizational problems, the various points of the agenda could not be discussed in the pre-established order.

The minutes do follow the order of the agenda.

## AGENDA

1. Approval of the minutes of the Executive Committee Meeting May 2003 – Glasgow
2. EMAC Doctoral Colloquium 2004
3. EMAC Conference 2005
4. Future Conferences
5. Relationship with other organisations – Cooperation EMAC/ESOMAR
6. EMAC awards/fellowships
7. IJRM and New E-Journal
8. Report on the financial situation
9. Membership situation and issues
10. EMAC Conference 2004
11. EMAC statutes
12. Miscellaneous

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

### OFFICERS

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

### NATIONAL COORDINATORS

AUSTRALIA	Mark UNCLES
AUSTRIA	Hans M�HLBACHER
BELGIUM	Kristof DE WULF
CANADA	Ulrike DE BRENTANI
DENMARK	Klaus GRUNERT
FINLAND	Kristian M�LLER
FRANCE	Delphine MANCEAU
GERMANY	S�nke ALBERS
GREECE	Nikolaos PAPAVALASSILIOU
HUNGARY	Jozsef BERACS
IRELAND	Frank BRADLEY
ITALY	Michele COSTABILE represented by <b>Giovanna PADULA</b>
NEW ZEALAND	Rod BRODIE
NORWAY	Einar BREIVIK
PORTUGAL	Minoo FARHANGMEHR
SLOVENIA	Boris SNOJ
SPAIN	<b>Jose Luis MUNUERA</b> (only 2 <sup>nd</sup> day)
SWEDEN	Claes Robert JULANDER
THE NETHERLANDS	<b>Ed NIJSSEN</b> (only 1 <sup>st</sup> day)
U.K.	Michael SAREN
U.S.A.	Gary LILIEN

### EX-OFFICIO

IJRM Editor	<b>Hubert GATIGNON</b>
EIASM Director	Gerry VAN DYCK
Executive Secretary	<b>Nicole COOPMAN</b> (only 2 <sup>nd</sup> day)

# MINUTES

## 1. Minutes of the Executive Committee Meeting May 2003 - Glasgow

Approval of the minutes was delayed to the May 2004 meeting due to the limited attendance.

## 2. EMAC Doctoral Colloquium 2004

Salvador Ruiz explained the conditions for the arrangements of the Doctoral Colloquium at the University of Murcia (location and hotels).

Luk Warlop's proposal was discussed next. The intention to re-position the colloquium for those intending to pursue an academic (rather than business/consultancy) career was endorsed. The more focused format of three tracks, each limited to 8 student participants and three faculty, was considered. The view was that this represented a significant reduction (down from 44 attendees in 2003 to 24 proposed for 2004) and the committee resolved to ask Luk to consider extending to four tracks allowing for 32 participants. Lutz should contact Luk and discuss with him the implementation of a fourth track.

In addition concern was expressed that the best quality submissions may not fall equally into the three tracks proposed. Gilles Laurent is asked to speak informally to Luk Warlop to express this concern.

It was decided that the EMAC Fellows would host a reception for the doctoral students at the close of the colloquium (lunch time on Tuesday) to welcome them to EMAC and encourage them to become members in the future. The arrangements will be made by Graham Hooley.

The financial side of the colloquium is clear and Jose Luis Munuera offered use of the conference website to assist organisation and reviewing of doctoral papers (contact with Luk Warlop). Special rates have been secured in downtown hotels for the students at €75 for a twin room (sharing) and €60 single. The colloquium will be held out of town at the university facilities (approx 7km from Murcia).

## 3. EMAC Conference 2005

Giovanna Padula reported on the preparations for the 2005 conference in Milan. The conference will adopt the new format, ending on Friday evening with the conference dinner. It was stressed that it is not necessary to provide dinner each evening.

There will be three special research sessions with invited well-known academics taking the lead and presenting their current research. In addition there will be a 'meet the editor' session, which will focus on IJRM.

Graham Hooley raised the issue of a joint symposium with ANZMAC following the successful event held in Perth in 2002. It was agreed to propose a joint symposium to take place on the Friday of the EMAC Annual Conference in Milan. A theme would need to be agreed and joint chairs appointed (one from ANZMAC, one from EMAC). Graham Hooley will make the arrangements. The conference organisers would ensure two rooms were available for the symposium for the Friday.

#### **4. Future conferences**

Following 2005 in Milan, the 2006 conference will be hosted in Athens by Professor George Avlonitis.

Graham reported that Veronica Wong had been in contact with colleagues in Reykjavik and Vienna concerning future conferences.

#### **5. Relationship with other organizations – Cooperation EMAC/ESOMAR**

A proposal from Gérard Hermet on the preparation of a joint symposium with ESOMAR in October 2004 in Warsaw was discussed. A Committee, promoting the joint conference has to be formed. Two members of EMAC should be responsible to negotiate with ESOMAR. Suzanne Beckmann in the past had been in contact with Gérard Hermet. In addition Peter Leeflang should be asked by Lutz Hildebrandt to negotiate with ESOMAR in Amsterdam.

#### **6. EMAC awards / fellowships**

It was confirmed that fellowships of EMAC are intended to recognise significant contribution to EMAC rather than outstanding academic achievement. The process for electing fellows was discussed and the fellows asked to initiate a process for appointment to be used in the future. This should be presented to the General Assembly for agreement (Action: Susan Douglas, Chair of Fellows).

#### **7. IJRM & New e-Journal**

Hubert Gatignon reported on the pipeline for IJRM. Submissions were increasing and the journal was looking healthy, with papers accepted appearing in print within about 12 months.

Manfred Krafft had sent a report on the new e-Journal. Manfred shall be contacted by both Gilles Laurent and Lutz Hildebrandt for suggestions as to how to promote and to get submissions for the new e-Journal from noted colleagues.

## 8. Report on the financial situation

Nicole presented a temporary situation of the Accounts 2003. She reported that the membership fees 2003 collected at the Glasgow Conference had not yet been transferred.

Because of the error in fee structure at Strathclyde (see minutes of Executive Meeting October 2002) EMAC had suffered a decline in membership and subsequent income. Costs were also reduced as the payment to Elsevier for IJRM was reduced. Overall the financial situation looks like breakeven when dues from Strathclyde are received.

It was confirmed that 57 new members paid the full 90 € at the Strathclyde conference while 228 non-members attended but declined to pay the additional 40 € for membership. In this case the 50 € paid as a non-member is split 50/50 between EMAC and Strathclyde (see minutes of October 2002 meeting).

It was therefore agreed that Strathclyde should be asked to now pay the following:

Fee for running the conference	5.000 €
New member subscriptions (57x90)	5.130 €
Non-member attendance (184x25)	4.600 €
Total	14.730 €

Nicole was asked by the Executive Committee Members to contact Strathclyde, explain the calculation and invite Michael Saren to transfer the fees to EMAC at his earliest convenience.

## 9. Membership situation and issues

At the time of the meeting EMAC has 408 paid up members. This is less than last year (550 – full year) due to not charging the full membership fee to non-members at Strathclyde. It was agreed that the President write personally to all non-members who attended the conference, enclosing a free issue of IJRM (depending on negotiations with Elsevier) and invite them to join. Lutz Hildebrandt and Gilles Laurent (as VP Publications) will take care of that.

## 10. EMAC conference 2004

José Luis Munuera, the Chair of the EMAC 2004 Conference, started by presenting his team. Each of them explained the aspects for which they will be responsible:

- Website
- Academic aspects: Responsibilities of Tracks Chairs and Co-Chairs + Review process
- Advertising
- Budget
- Special sessions
- Doctoral colloquium

More details on each item can be found in Annexes I, II and III.

The following comments and suggestions were made during the presentations:

- José Luis was strongly recommended to review his decision to give a discount to reviewers and a present to the track chairs. The danger is that it would set a precedent. He will re-discuss it with his team.
- It was pointed out that the number of delegates to reach the breakeven (425) was quite high.
- It was suggested to “sell” the web application developed in Murcia to the next organizers. José Luis will think about after it has proven to be working well.
- Regarding the special sessions, it was reminded that the aim of those sessions was not to set up panels but to have excellent papers presented by leading researchers to bring up the quality level of the conference. It was agreed that only research special sessions should be promoted. Leading academics attending the conference would be asked to present their current work in a total of three sessions. There should be no more than 3 special sessions and there is no need for moderators.

It was agreed that Gilles Laurent would help the Murcia organisers to organize those special sessions. They are however free to organize a panel on Marketing Education if they want to.

The ‘Meet the Editors’ meeting’ is not to be considered as a special session. Maximum 3 journals should be represented, which should be of the same level of IJRM. The idea of the meeting is to promote our journal.

- José Luis asked the others Executive Committee Members if they thought it was mandatory to invite keynote speakers and if they could make some suggestions. He was advised:
  - not to invite his main sponsor to be the keynote speaker;
  - to move in favour of parallel sessions;
  - to take a look at Berend Wierenga’s conference in 2000 which was a good example.

The Members of the Executive visited the conference facilities and were shown a demonstration of the website which will be used as a hub for paper submissions, reviewing and selection.

## **11. EMAC statutes**

Nicole reported that the statutes were still on the desk of the Belgian Ministry of Justice. The lawyer would inform her as soon as he got feedback from the Ministry, which should be on his desk in the next few weeks.

## 12. Miscellaneous

Graham Hooley reported that he was developing a contract for conference organisation to ensure that legal responsibility in the event of loss, through whatever cause, is clearly established. Hubert Gatignon offered to send a draft from another academy.

**It was decided that the EMAC Steering Committee would meet in Brussels on 18<sup>th</sup> February 2004.**

No further points were raised. The meeting was adjourned.

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