



Executive Committee Meeting

Murcia - 18th May 2004

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 Interim Executive Committee Meeting October 2003 - Murcia
2. Report on the Steering Committee Meeting February 2004 - Brussels
3. Elections 2004 and new Officers
4. Report on the EMAC 2004 Week – Doctoral Colloquium and Conference
5. Future Conferences - Milan 2005, Athens 2006, Reykjavik 2007
6. Financial results 2003
7. Membership situation 2003
8. Report on IJRM and new E-Journal
9. Future doctoral colloquia
10. EMAC fellowships
11. EMAC website and chronicle
12. EMAC statutes and conference agreement
13. Relationship with other organizations
14. Miscellaneous

The President mentioned that one item had to be added, i.e. the approval of the minutes of the Executive Committee Meeting of May 2003 in Glasgow.

The agenda was approved.

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

OFFICERS

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

NATIONAL COORDINATORS

AUSTRALIA	Mark UNCLES
AUSTRIA	Hans MÜHLBACHER
BELGIUM	Kristof DE WULF
CANADA	Ulrike DE BRENTANI
DENMARK	Klaus GRUNERT
FINLAND	Kristian MÖLLER
FRANCE	Delphine MANCEAU
GERMANY	Sönke ALBERS
GREECE	Nikolaos PAPAVASSILIOU
HUNGARY	Jozsef BERACS
IRELAND	Frank BRADLEY
ITALY	Michele COSTABILE
NEW ZEALAND	Rod BRODIE
NORWAY	Einar BREIVIK
PORTUGAL	Minoo FARHANGMEHR
SLOVENIA	Boris SNOJ
SPAIN	Jose Luis MUNUERA
SWEDEN	Claes Robert JULANDER
THE NETHERLANDS	Ed NIJSSEN
U.K.	Michael Saren
U.S.A.	Gary LILIEN

EX-OFFICIO

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

GUESTS

Chair of EMAC Doctoral Colloquium 2004	Luk WARLOP
Chair of EMAC Fellows	Susan DOUGLAS
Representative EMAC Conference 2005 - Italy	Paolo GUENZI
Representatives EMAC Conference 2006 - Greece	George AVLONITIS Paulina PAPASTATHOPOULOU
Representatives EMAC Conference 2007 - Iceland	Thoranna JONSDOTTIR Kristin Hulda SVERRISDOTTIR Vivienne HENG KER-NI

MINUTES

1. Approval of the minutes of

a. the Executive Committee Meeting May 2003 – Glasgow

The minutes were approved.

b. the Interim Executive Committee Meeting October 2003 – Murcia

It was requested to make the following corrections:

- Point 3 – Page 4

*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.*

- Point 8 – Page 5 (euro sign next to figures)

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

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

The minutes were approved.

2. Report on the Steering Committee Meeting February 2004 - Brussels

The President reported that it had been a very productive meeting and summarised it as follows:

1. Membership

It was decided that:

- The President writes a letter to each National Coordinator of the countries where the figures dropped asking them to comment on the decrease and to report on what they plan to do about it. He would also inform the National Coordinator that a letter signed by him was sent to all those who attended the Glasgow Conference but did not subscribe for or renew membership for 2003 encouraging them to become member in 2004.

- The President writes a formal letter to the Chair of the Conference 2004, José Luis Munuera, asking him to transfer the money for the membership fees as well as the full list of participants within one month after the conference.
- A membership card 2004 should be printed and sent to all Members as soon as they become member for 2004.

2. Accounts

Despite the fact that there was money sleeping on the bank account, it was agreed to stick to the policy applied so far “no compensation or funding, no reduced fee”.

It was however decided to:

- Give a gift during the Murcia Conference to the speakers of the special sessions as well as to the faculty of the Doctoral Colloquium.
- Organize a Fellows’ welcome reception for the students attending the Doctoral Colloquium.

3. Elections

It was decided that the elections would be run according to the procedure mentioned in the statutes, i.e. in the period prior to the Annual Conference, the EMAC members would be invited to make nominations for posts falling vacant on the Executive Committee. This year, nominations would be asked for the posts of Treasurer and National Coordinators of various countries.

4. Statutes

It was decided to make a series of changes in the statutes further to the request of the Ministry to cancel and/or to reword some phrases.

5. Conference Guidelines

The latest version of the Conference Guidelines was discussed and unanimously approved with some amendments.

6. Conference Agreement

The Conference Agreement prepared by Graham Hooley was discussed and unanimously approved with some amendments.

7. Sponsoring of EMAC Doctoral Colloquium

It was decided that a “Fellows’ Reception” would be organised to welcome the doctoral students to the EMAC and encourage them to join the community.

8. EMAC Chronicle

It was decided to issue 4 Chronicles a year as well as a Newspaper, which would be filled in with news as it comes in.

3. Elections 2004 and new Officers

The President congratulated the new members of the Executive Committee following the elections 2004:

Treasurer: Sönke Albers

National Coordinators:

- Australia	Pam Morrison
- Greece	George Avlonitis
- Hungary	Andras Bauer
- Ireland	Mary Lambkin
- Norway	Kjell Gronhaug
- Portugal	Minoo Farhangmehr
- Slovenia	Maja Makovec Brencic
- Sweden	Magnus Soderlund
- Switzerland	Ghislaine Cestre

The President pointed out that according to the new statutes, the National Representative could be elected for a maximum of 2 terms of 3 years.

4. Report on the EMAC 2004 Week

a) Doctoral Colloquium

Luk Warlop, one of the co-chairs, reported the following on the colloquium:

Objectives

- The principal objective of the colloquium is to facilitate top scientific publications by a new generation of European researchers in marketing
 - We selected proposals on the basis of their potential for eventual publication in one of the top academic journals in marketing (Mkt Science, JM, JCR, JMR, IJRM, JAMS)
 - Allocation of accepted students to one of three tracks (modeling, management and consumer research orientation, respectively)
 - We selected students with unique academic aspirations, and tried to avoid those aspiring a consulting career.
 - We wanted to focus on quality rather than quantity (fewer students), and wanted to attract more –rather than less – advanced students.
- We also tried to find top faculty for the colloquium, with a proven record of publication in the top journals in marketing.

The Colloquium

- 92 submissions, 27 accepted
 - the majority of submissions were CB papers, allowing us to be more selective
 - the average quality was considerably less in the marketing management track
 - 9 proposals assigned to each track, with some reassignments based on the likely publication target of the proposal

- 90 minute slots
- Highly simplified administration
- Evaluation
 - Faculty highly positive
 - Students, formal evaluation through the EIASM website

Good things

- Highly intensive discussions
- High visibility for the best students
- Excellent local organisation (logistics, catering, ...) during the colloquium

Problems to be solved

- Poor attendance of top schools
- Quality of proposals remains disappointing
- Coordination problems
 - Need one website for the colloquium (EIASM)
 - Need clear responsibilities for chair, EIASM, local organiser
 - Quality control on the facilities. Standards for colloquium rooms (room, air, light, projection facilities...) should be high.
- Need to control costs.

The President thanked Luk for having accepted to organise the colloquium and for having done a good job.

Several Executive Committee Members expressed a concern about the high number of students rejected, which entails a loss for EMAC. Being accepted to the doctoral colloquium was their chance to attend the EMAC conference and join the EMAC community.

Luk did not share their point of view and mentioned that according to him, the standards of the colloquium should even be set higher.

Suzanne C. Beckmann suggested discussing the policy of the colloquium without Luk.

b) Annual Conference 2004

Jose Luis Munuera, the chair of the Annual Conference 2004, welcomed the Executive Committee Members to Murcia.

Jose Luis was pleased to announce some figures confirming the success of the conference:

- 630 delegates
- 445 reviewers
- 860 papers received
- 761 papers reviewed
- 336 papers accepted
- 35 papers accepted for poster sessions

He presented an extensive report including:

- Overview of the conference (central theme, number of papers, reviewers, attendees)
- Innovations (webpage, review process, new facilities)
- Problems and solutions (some unexpected issues)
- Acknowledgments

Full details can be found in ANNEX I.

The President thanked Jose for the great job he had done, and mentioned that even if some minor problems had occurred in the preparation phase, such problems can occur anywhere.

5. Future conferences

a) Milan 2005

Paolo Guenzi, one of the members of the Milan Organising Committee, presented the printed material for the 2005 conference: a leaflet, a brochure and a poster and mentioned that part of the website was already operational.

Paolo explained that the track chair system initiated by J.L. Munuera had been kept and that they planned to organise 3 managerial sessions giving the opportunity to meet leading Italian businessmen. Gilles pointed out that these sessions should be organised as parallel sessions and not as plenary sessions.

Michael Saren expressed some concern about some of the new tracks. The track entitled ' Marketing in Unconventional Industries' was unclear to him and he requested some explanation.

It was commonly agreed that whereas the title of the conference is irrelevant to most (potential) conference organisers, the track titles are essential. The Milan conference organiser was therefore requested to add a 2-3-line description for ALL tracks.

Sönke Albers and Jozsef Beracs mentioned that too many reviewers were involved in the reviewing process and that the policy of track chairs and co-chairs should be reviewed.

Suzanne Beckmann replied that re-discussing this would mean re-discussing the conference guidelines, which had just been finally approved.

Veronica Wong proposed to sit down with the Murcia conference organiser, look at the key lessons learned and communicate them to the Milan team. Any comment and/or proposal from the track chair should be sent to her.

Kristian Möller pointed out that one third of the track chairs had no EMAC history. Jose Luis reminded that the good European coordinators had all refused to be track chairs. The track chairs that accepted used more US reviewers, as they were more responsive. While Lutz pointed out that this was a way of attracting US participants, Suzanne suggested that this was a suitable topic for discussion by the EMAC Fellows.

b) Athens 2006

Paulina Papastathopoulou reported on the EMAC 2006 Conference, which will be hosted by the Department of Marketing and Communication of the Athens University of Economics and Business (AUEB) from 23-26 May.

In ANNEX II, you will find their detailed presentation including:

- General information about Greece and Athens
- Information about AUEB
- Information about Department of Marketing & Communication (teaching programmes, research activities, faculty, staff)
- Proposed arrangements for EMAC 2006
- Travel connections
- Alternative venues

c) **Reykjavik 2007**

Thoranna Jonsdottir reported on the EMAC 2007 Conference, which will be hosted by the University of Reykjavik from 21-24 May.

In ANNEX III, you will find their detailed presentation including:

- The proposal
- About Reykjavik
- Getting to Reykjavik
- Accommodation
- The Reykjavik University
- The facilities
- The organising team

The proposal was unanimously accepted.

6. Financial results 2003

The EMAC Executive Secretary presented the Accounts 2003, i.e. Statement of Income & Expenditure + Balance Sheet (see ANNEX IV).

No question was raised. The Accounts 2003 were approved.

As of the next meeting, the financial results will be presented by Sönke Albers, the newly appointed Treasurer.

7. Membership situation 2003

The membership situation for the last 5 years were presented (see ANNEX V) and showed a considerable decrease of members in 2003 with the biggest loss in the Commonwealth countries. The main reason for this decrease was the problem that Glasgow had had to face with the collection of an incorrect conference fee and additional membership fees. In his new position as Treasurer, Sönke Albers offered to look into the decreasing membership issue.

8. Report on IJRM and new e-Journal

a) **IJRM**

Because of time shortage, Hubert invited the Executive Committee Members to attend the Editorial Board Meeting that would take place right after this meeting.

In the Editorial Board Meeting attended by the President and some Executive Committee Members, Hubert reported on the following:

- 2003 Best Paper award
- Pipeline of accepted articles
- Status on submissions and processing
- Composition and evolution of audiences
- Objective

Full details can be found in ANNEX VI.

b) **New e-Journal**

Gilles Laurent reported that Manfred Krafft was going to make a presentation at the General Assembly and reminded that the goal of the Teaching Portal was to help EMAC Members to teach marketing more efficiently and effectively.

Before going online, Manfred needs more content to feed the Content Management System (CMS) as well as sub-area editors or colleagues who are willing to support the editors with topic-related or country-specific material. Gilles asked the Executive Committee Members to help Manfred with names of persons who could help him.

He also anticipated that Manfred might need additional financial support to further develop the portal. It was agreed that the Steering Committee could decide on granting further financial support.

Manfred's presentation at the GA can be found in ANNEX VII.

9. Future doctoral colloquia

Despite the fact that the feedback from the co-chairs, faculty members and students regarding this year's doctoral colloquium was very positive, some of the Executive Committee Members were annoyed with several factors:

- The change of policy had not been presented to the Executive Committee and therefore not been officially accepted;
- The number of students accepted was too low;
- It had not been made clear that the Colloquium was meant for young people who want to get into academia;
- Some colleagues had reported that students had been rejected because they did not have a publication in the pipeline;
- The rejected students had not been informed of the reason for rejection (lack of reviewers' comments).

The meeting had to be interrupted as the Editorial Team Meeting was scheduled to start.

It was decided to discuss the remaining agenda items in a Steering Committee meeting.

The Steering Committee meeting was held during lunchtime on Thursday and started with further discussions on the Doctoral Colloquium issue.

The President briefly reminded everyone of the issues described above, and added that 40% of the faculty members had been scholars of former Doctoral Colloquia, thus knowing about EMAC and the Colloquium already.

It was agreed that the problems arose from a bad communication or a total lack of communication.

After a long discussion, the following decisions were taken:

- Luk would be asked to organise the Colloquium again next year, and should be motivated to expand the number of participants (additional track).
- Luk would be asked by the President to prepare a proposal for organising next year's Colloquium, and send it to him. He would then give it to Graham who would ask for the Steering Committee Members' approval via electronic means.
- The call for papers should be clear and explicit regarding
 - The targeted audience (students who want to stay in academia)
 - The acceptance and rejection criteria

10. EMAC fellowships

Susan Douglas, Chair of the EMAC Fellows, reported on this group, which had been set up last year.

To date, 17 Fellows are part of the group, the original nucleus being the past Presidents.

They held their first meeting last year in Glasgow during which they identified 5 tasks:

- Welcoming new academics into the EMAC community at the annual Doctoral Colloquium → successful reception in Murcia
- Welcoming new colleagues into the EMAC community at the annual conference → special tables at lunch in Murcia
- Helping establish faculty for the annual Doctoral Colloquium
- Encouraging senior academic colleagues to attend and contribute to EMAC activities
- Writing articles for the EMAC Chronicle on topical issues

In Murcia, the teams were going to meet again to discuss eventual further tasks and activities, the election criteria and procedures, as well as the marketing aspects.

The President thanked Susan for her contribution and commitment.

11. EMAC website & chronicle

Suzanne C. Beckmann, VP Development, informed everyone that nothing special had to be reported about the EMAC website and chronicle.

12. EMAC statutes & Conference Agreement

The statutes were discussed under Item 2. No additional remarks were made.

As no remarks had been received on the conference agreement drafted by Graham Hooley and sent around on May 13, the agreement was considered to be accepted and would be presented to the 2005 conference organiser in Milan.

13. Relationship with other organisations

This was discussed under Item 2. No additional remarks were made.

14. Miscellaneous

- The President proposed setting up an alumni bringing together the participants of past EMAC Doctoral Colloquia, who are now academics. He also proposed that next year, the Doctoral Colloquium students should meet with the alumni rather than with the EMAC Fellows.
- Jozsef Beracs was attending his last Executive Committee meeting. The President thanked him for his commitment to EMAC and proposed him as a candidate for the EMAC Fellows.
- It was decided that the next EMAC Executive Committee Meeting would take place in Milan. It would start on Friday 5th November 2004 with a quick buffet lunch at 12.30hrs in order to begin the meeting at 14.00hrs. The meeting would finish on Saturday 6th November in the early evening (around 17.00hrs).

As no further points were raised, the meeting was adjourned.
