



# Executive Committee Meeting

Milan – 24<sup>th</sup> May 2005

## MINUTES

The EMAC President, Graham Hooley, welcomed the attendees and opened the meeting.

### AGENDA

1. Minutes of previous meeting November 2004, Milan
2. Issues for reporting and updating:
  - 2.1. Elections 2005 and new Officers
  - 2.2. Financial Report 2004 and membership situation
  - 2.3. Report on the EMAC Conference 2005
  - 2.4. Report on the EMAC Doctoral Colloquium 2005
  - 2.5. Report on the EMAC-ANZMAC Symposium 2005
  - 2.6. International Journal of Research in Marketing
  - 2.7. Teaching Portal
  - 2.8. EMAC Fellows activities
  - 2.9. EMAC Doctoral Colloquium Alumni Association
  - 2.10. EMAC Chronicle and Newspaper
  - 2.11. Report on the EMAC Conference 2006 – Athens
  - 2.12. Report on the EMAC Conference 2007 – Reykjavik
3. Issues requiring decisions:
  - 3.1. Future Doctoral Colloquia
  - 3.2. Future Conferences
  - 3.3. Support for doctoral students
  - 3.4. Conference accommodation issues
4. Any other business
5. Date and time of next meeting

No one made comments on the agenda. The agenda was approved.

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

### OFFICERS

President	<b>Graham HOOLEY</b>
Past-President	<b>Lutz HILDEBRANDT</b>
President-Elect	--
Vice Presidents:	
Conferences	<b>Veronica WONG</b>
Development	<b>Suzanne C. BECKMANN</b>
External Relations	Gérard HERMET
Publications	<b>Gilles LAURENT</b>
IJRM Editor	<b>Hubert GATIGNON</b>
Treasurer	<b>Sönke ALBERS</b>
Executive Secretary	<b>Nicole COOPMAN</b>

### NATIONAL COORDINATORS

AUSTRALIA	<b>Pam MORRISON</b>
AUSTRIA	Hans MÜHLBACHER
BELGIUM	Kristof DE WULF
CANADA	Ulrike DE BRENTANI
DENMARK	<b>Klaus GRUNERT</b>
FINLAND	<b>Kristian MÖLLER</b>
FRANCE	<b>Delphine MANCEAU</b>
GERMANY	<b>Sönke ALBERS</b>
GREECE	<b>George AVLONITIS</b>
HUNGARY	<b>Andras BAUER</b>
IRELAND	Mary LAMBKIN
ITALY	Michele COSTABILE
NEW ZEALAND	<b>Rod BRODIE</b>
NORWAY	Kjell GRONHAUG
PORTUGAL	<b>Minoo FARHANGMEHR</b>
SLOVENIA	<b>Maja MAKOVEC BRENCIC</b>
SPAIN	<b>Jose Luis MUNUERA</b>
SWEDEN	<b>Magnus SODERLUND</b>
SWITZERLAND	Ghislaine CESTRE
THE NETHERLANDS	<b>Ed NIJSSEN</b>
U.K.	<b>Michael SAREN</b>
U.S.A.	<b>Gary LILIEN</b>

### GUESTS

Conference Chair 2005	<b>Gabriele TROILO</b>
Doctoral Colloquium 2005	<b>Luk WARLOP</b>
Co-chairs	<b>Gerrit VAN BRUGGEN</b>
Conference 2006 – Org. Comm. member	<b>Nikolaos PAPAVASSILIOU</b>

# MINUTES

## 1. Approval of previous meeting November 2004, Milan

It was requested to make a correction on page 7 under item 4.1. It should read:

*"The treasurer Sönke Albers reported on the current financial situation and on the expected situation at the end of the year 2004, based on the existing financial statements (per 15 September **2004**). The organization is in healthy condition."*

The minutes were approved.

## 2. Issues for reporting and updating

### 2.1. Elections 2005 and new Officers

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

<u>President-Elect</u>	Jozsef Beracs
<u>Vice Presidents</u>	
Development	Udo Wagner
External Relations	Gary Lilien
Publications	Jan-Benedict Steenkamp
<u>National Coordinators</u>	
- Austria	Adamantios Diamantopoulos
- Belgium	Kristof De Wulf
- Brazil	Claudia Acevedo
- Canada	Elko Kleinschmidt
- Finland	Mai Antilla
- France	Delphine Manceau
- Germany	Manfred Krafft
- Italy	Gabriele Troilo
- Japan	Akihiro Inoue
- New Zealand	Rob Lawson
- U.S.A.	Dick Wittink

He then thanked several persons who were attending their last EMAC Executive Committee meeting after having served EMAC in various roles for many years:

Lutz Hildebrandt, past President  
Suzanne C. Beckmann, Vice President Development  
G rard Hermet, Vice President External Relations  
Gilles Laurent, Vice President Publications  
Rod Brodie, National Coordinator New Zealand  
Michel Costabile, National Coordinator Italy  
Ulrike De Brentani, National Coordinator Canada  
Kristian Moeller, National Coordinator Finland  
Hans Muhlbacher, National Coordinator Austria

## 2.2. Financial Report 2004 and membership situation

Sönke Albers, the Treasurer, presented the Accounts 2004, i.e. Statement of Income & Expenditure + Balance Sheet (see ANNEX I).

Sönke reported that the financial situation had improved in 2004 showing a substantial surplus. This was mainly due to the considerable increase in the number of members. As a consequence, the expenses for the journal increased as well. All the other figures, both income and expenditure, remained roughly the same.

Suzanne C. Beckmann referred to the minutes of the November 2004 Executive Committee meeting in Milan in which it is mentioned that with 27 students, the Doctoral Colloquium had a shortfall of 2.000 €. This would be discussed under the item 3.1 "Future Doctoral Colloquia".

No further question was raised. The Accounts 2004 were approved.

Nothing special was reported on the membership situation which can be found in see Annex II.

## 2.3. Report on the EMAC Conference 2005

Gabriele Troilo, the Chair of the EMAC Conference 2006, reported the following figures:

630 registered delegates (+/- 20-25 registered on site)  
20 tracks  
9 parallel sessions  
5 special sessions  
2 panel sessions  
2 sessions 'academics meet practitioners'

Gabriele added that the number of papers accepted and presented at the conference and based on a PhD thesis amounts to 150 (out of 452), i.e. a third of the total number of papers.

Out of the 27 students attending the Doctoral Colloquium, 17 stayed for the conference. Only 2 or 3 students whose paper had been rejected for the DC presented at a poster session during the conference, thus benefiting from a 10% discount.

Kristian Möller asked why the gala dinner had been organized on the Friday evening. The President explained that this was a strategic decision because in the past only a few attended the sessions on the morning after the dinner. It was thought to be an effective way to finish the conference. It would be tested again next year in order to observe how successful it was. Gabriele mentioned that 510 persons attended the gala dinner or 80% of the total registered delegates. The experiment to move the gala dinner to the Friday night proved to be very successful.

#### **2.4. Report on the EMAC Doctoral Colloquium 2005**

Gerrit Van Bruggen, one of the co-chairs, reminded that the primary objective, alike last year, was to help doctoral students publish their work in top journals.

They had received 71 submissions, thus less than last year but more diverse than last year. They had accepted 27 papers. Unfortunately several students whose paper was accepted cancelled, some for financial reasons, others for personal reasons.

They had decided to wait until the tracks and the programme were defined before contacting the faculty. They admitted that this had not been a good idea because it is difficult to find good faculty.

Gerrit mentioned that one should not be over optimistic about the quality of the papers presented by the students which is not that good. Many spend a lot of time in doing research about outdated subjects. A potential solution could be that EMAC follows the students as early as possible, but there is a risk of getting in conflict with the advisors.

Gerrit's remark led to a discussion about the repositioning of the Doctoral Colloquium.

It was reminded that three EMAC Fellows (Berend Wierenga, Suzanne C. Beckmann and Gilles Laurent) had been asked to talk to the DC faculty and DC students and to come up with some recommendations for the future Doctoral Colloquia.

The President thanked both Luk Warlop and Gerrit Van Bruggen for the good job they had done over the past 2 years.

#### **2.5. Report on the EMAC-ANZMAC Symposium 2005**

Veronica Wong, the Vice-President Conferences, reported on the second joint EMAC/ANZMAC Symposium (BigMac 2) which was held in conjunction with the 2005 EMAC Conference in Milan and for which high interest had been shown.

The track chairs, comprising an EMAC and an ANZMAC representative, have done an excellent job in attracting some outstanding presenters, authors and panel members alike, to this one-day event. The Symposium tracks are as follows: Theory (chaired by Robin Wensley and Rod Brodie); Techniques/Models (chaired by Peter Leeflang and Jordan Louviere); and Metrics/Measurement (chaired by Lutz Hildebrandt and Peter Danaher).

In the case of the Theory track, the chairs decided to construct 2 panel sessions that focused on leading edge issues. Out of 10 proposals submitted, 2 provided the basis for the panel sessions and one (Nick Lee and John Cadogan), combined with John Rossiter's proposal to give a combined Theory/Measurement session. The 10 panelists for the 2 sessions were selected from among those who submitted proposals (4) and senior ANZMAC and EMAC researchers who are experts in the areas (5), giving an equal balance between ANZMAC and EMAC participants.

As for the Techniques/Models and Metrics/Measurement tracks, a total of 17 abstracts were received by track chairs. Following review by the track chair, the unanimous decision was to accept all submitted abstracts for the Symposium.

Overall, the track chairs were pleased with the quality of the submitted abstracts and found that they grouped naturally into themes that ended up in the final Symposium programme.

Veronica took this opportunity to thank the EMAC/ANZMAC track chairs for their coordinated efforts and support, and, not least, for taking the lead in shaping the agenda for BigMac 2.

Gilles was of the opinion that this event should not take place during the EMAC conference. It should be opened to all participants attending the EMAC conference.

## 2.6. International Journal of Research in Marketing

Hubert Gatignon, the Editor, was pleased to report that the journal was doing very well. He reported extensively on the following:

- 2004 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 III.

Hubert mentioned that printed copies are going down, while electronic downloads are growing considerably (90.000 this year vs 60.000 last year).

Gilles congratulated Hubert for the good work he had done once again.

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Sönke Albers presented two alternative proposals for the new IJRM contract.

Sönke explained that the alternatives are different in the online access offered to our members. While proposal 1 (see Annex IV) offers a reduction of the price we have to pay to Elsevier for every member (from 52 Euro to 42 Euro) but offers only an online access back to 1995, the second proposal (see Annex V) leaves this price to be constant but offers online access from vol. 1 (1984), no. 1 on.

It was decided to go for proposal 2.

## 2.7. Teaching Portal

In the absence of Manfred Krafft who could not attend the Executive Committee meeting, the President reminded that the idea of the portal, whose development had been initiated by EMAC, was to improve the intensity and frequency of interaction among marketing academics even in between the annual EMAC conferences.

He referred to the report Manfred had drafted and which had been circulated beforehand (see Annex VI). This report includes a detailed description of all the actions which had been undertaken so far as well as the plans for the next steps for the next 2 years.

The key issues are:

- Adding material from EMAC conferences to the website.
- Identifying sub-area editors.
- Updating the list of sub-areas (topics).
- Updating the portfolio of services.
- Building a network of country representatives.
- Finding sponsors.

Help from colleagues, especially with regard to identifying country representatives whom he will try to motivate to support them with country-specific material, in particular with non-English material. Manfred's suggestion is to start with large countries (France, Germany, Italy, Spain, UK) and to extend the experience to other smaller countries after one year.

Magnus Söderlund raised the question as to who owes the right over the papers which are accessible. It is the policy of EMAC, i.e. the author keeps the right, which is valid.

Nicole was asked:

- 1) to put a direct link to the Teaching Portal on the EMAC website;
- 2) to transfer 10.000 € to Manfred Krafft

Lutz reminded that a contract had been signed.

## **2.8. EMAC Fellows activities**

Berend Wierenga reported that the Fellows would meet two days later to make recommendations for the election of new Fellows. Three names were mentioned. The Fellows will make recommendations to the next (October 2005) meeting of the Executive Committee (Note that the confirmation of Fellow status is by the Executive Committee, not by existing Fellows).

Berend also reminded that the EMAC Fellows should be current members and not past members. A category "Honorary Fellows" for past members might be created and the Fellows would discuss this at the meeting, coming forward with a recommendation to the Executive Committee in October 2005.

## **2.9. EMAC Doctoral Colloquium Alumni Association**

The President reminded how it had been decided to set up an alumni association.

Christian Felzensztein, the initiator, had arranged a first meeting later on that day. The group was going to decide on his constitution and discuss future activities.

## **2.10. EMAC Chronicle and Newspaper**

Suzanne C. Beckmann, the VP Communication, expressed some concern about having only an electronic version and was wondering whether we should not go back to the paper version while being aware that this was an expensive solution.

The Newspaper works fine, but it is difficult to get input for the Chronicle. The difference between both being blurry, Suzanne suggested to keep only the Newspaper and to drop the Chronicle.

Gary Lilien wondered why the Newspaper had to be under the "For Members Only" section and thus protected. Suzanne replied that it was one of the benefits of membership although it was more like a symbolic gesture.

Two questions were raised:

- 1) Should we drop the Chronicle and keep only the Newspaper?
- 2) Should we keep it accessible only to members or open it to everyone visiting the website?

It was unanimously approved to keep only the Newspaper, to publish it more frequently and to open it to everyone as this was also a way of promoting the academy.

## 2.11. Report on the EMAC Conference 2006 – Athens

George Avlonitis and Nikolaos Papavassiliou reported the following on the preparation of the EMAC Conference 2006 that will take place in Athens from May 23 to 26.

### Organising Committee:

Chairperson:

George J. Avlonitis (Athens University of Economics and Business)

Members:

Nikolaos Papavassiliou (Athens University of Economics and Business)

Athanasios Kouremenos (University of Pireaus)

Nancy Papalexandris (Vice Rector-Athens University of Economics and Business)

George Baltas (Athens University of Economics and Business)

Spiros Gounaris (Athens University of Economics and Business)

Paulina Papastathopoulou (Athens University)

### Important dates:

Submission deadline: 5 December 2005

Authors' notification: late February 2006

Early registration: 24 March 2006

Tuesday, 23 May 2006: Reception

Friday, 26 May 2006: Conference dinner

### Conference venue:

The conference will be held in the Divani Caravel Hotel, a centrally located hotel.

### Tracks:

- PRODUCT AND BRAND MANAGEMENT
- PRICING & FINANCIAL ISSUES IN MARKETING
- ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS
- RETAILING, CHANNEL MANAGEMENT & LOGISTICS
- CONSUMER BEHAVIOUR
- BUSINESS AND NETWORK MARKETING
- MARKETING STRATEGY & LEADERSHIP
- SERVICES MARKETING
- MARKETING RESEARCH AND RESEARCH METHODOLOGY
- MODELLING AND FORECASTING
- NEW TECHNOLOGIES & E-MARKETING
- INTERNATIONAL & CROSS- CULTURAL MARKETING
- SALES MANAGEMENT & PERSONAL SELLING
- SOCIAL RESPONSIBILITY, ETHICS AND CONSUMER PROTECTION
- INTERDISCIPLINARY RESEARCH IN MARKETING

- MARKETING THEORY AND ORIENTATION
- MARKETING OF PUBLIC AND NON-PROFIT ORGANISATIONS
- INNOVATION AND NEW PRODUCT DEVELOPMENT
- TOURISM MARKETING
- RELATIONSHIP MARKETING

Communication campaign:

- Brochure
- Poster
- Distribution of brochures and exhibition stands in various conferences (i.e. EMAC 2005-Milan, AMF 2005-Nancy, WMC 2005-Muenster, ICMD 2005, Thessaloniki)
- Powerpoint presentation including info about Greece, Athens, and EMAC 2006 was presented in AMF 2005 and is going to be presented in EMAC 2005
- Promotional T-shirts for EMAC 2005 participants
- Distribution of posters to EMAC Executive Committee
- Personalised letter by the President of the Organizing Committee promoting the Athens Conference to top 500 marketing academics worldwide (including editors of 40 marketing journals, e.g. JM, JMR, JCR, JAMS, IJRM, EJM, IMM)
- E-mail campaign to marketing scholars worldwide

George mentioned that he will attend the AMA conference in Honolulu where he will promote the conference while Gary Lilien will do the same at the Marketing Science conference in Atlanta.

George reported that the development of the website had been a heavy burden and suggested that EMAC develops a standard website which could be used year after year. Minoo added that the same could be thought of for the CD proceedings.

The President suggested that a sub-committee consisting of Gabriele Troilo, Jose Luis Munuera, Michael Saren and Minoo Fahrhangmehr discusses these issues and comes up with proposals for the October interim meeting.

## 2.12. Report on the EMAC Conference 2007 – Reykjavik

This topic will be addressed during the Interim Executive Committee meeting of October 2005 in Brussels.

## 3. Issues requiring decisions

### 3.1. Future Doctoral Colloquia

The President reported that he had received a proposal from Karen Gedenk to organize next year's doctoral colloquium which was very much in line with the way Luk Warlop and Gerrit van Bruggen ran it. He proposed that Karen's proposal was accepted.

Suzanne pointed out that being contingent upon the fact that we may have 2 different events as of next year, we could accept the content of Karen's proposal but should not call it Doctoral Colloquium anymore.

Both Karen's proposal and Suzanne's suggestion were approved.

### **3.2. Future Conferences**

Veronica Wong, VP Conferences, reported that she had received the following proposals:

- a) a proposal from the University of Dublin to host the EMAC Conference 2008. This proposal will be tabled at the interim Executive Committee meeting of October 2005.
- b) a proposal from the University of Nantes (Audentia) to host the EMAC Conference 2009. This proposal will be tabled at the interim Executive Committee meeting of October 2006.
- c) an expression of interest from CBS to host the EMAC Conference 2010. This proposal will be tabled at the interim Executive Committee meeting of October 2007.
- d) a proposal to organize a joint conference with the Korean Marketing Association.

The President stated that EMAC should think more strategically when developing relationships with other associations. The VP External Relations will present a strategy protocol at the next meeting (October 2005) prioritizing relationships with other organizations.

Suzanne mentioned that ESOMAR is very keen on continuing and developing the relationship with EMAC. She suggested that Peter Leeftang could act as the intermediary between the two associations.

The question was raised whether this was not a role for the VP External Relations. The President reminded that the VP's role was to develop the strategy and to initiate the relationships. He will contact Peter to see if he is willing to accept the intermediary role between EMAC and ESOMAR. The reporting on this relationship in future meetings would be done through Gary.

### **3.3. Support for doctoral students**

It was suggested that since EMAC had significant cash reserves available, we should look into the possibility of investing in future academics and investigate what support EMAC could provide both for doctoral students and early career marketing academics.

The discussion regarding helping doctoral students was postponed to the Interim Executive Committee meeting of October 2005.

### **3.4. Conference accommodation issues**

The issue had been raised by Sönke Albers who thought that the hotel rates during the EMAC conferences were too high.

It was approved that each conference organizer should provide a range of hotels enabling everyone to find a decent hotel at a decent price.

#### **4. Any other business**

##### ISMS Practice Prize

The possibility of sponsoring an EMAC practice prize, or co-sponsoring the ISMS practice prize was briefly discussed. Due to the limited time available for discussion, however, a decision was deferred to the next meeting of the Executive Committee in October 2005.

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The President thanked the two past Presidents, Suzanne C. Beckmann and Lutz Hildebrandt, who were leaving the EMAC Executive Committee, for all they done for the EMAC during all those years.

#### **5. Date and time of next meeting**

It was decided that the next Interim EMAC Executive Committee meeting would take place in Brussels rather than in Athens mid October 2005. Nicole would contact all members to understand which dates would suit them best.

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

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