



Executive Committee Meeting

Reykjavik – 22 May 2007

MINUTES

The EMAC President, József Berács, welcomed the attendees and opened the meeting.

Apologies: Gary Lilien, Donald Lehmann, Adamantios Diamantopoulos, Kristof De Wulf, Claudia Acevedo, Elko Kleinschmidt, Suzanne Beckmann, Mai Antilla, Manfred Krafft, Andras Bauer, Mary Lambkin, Akihiro Inoué, Kjell Gronhaug, Maja Makovec Brenčič, Magnus Soderlund, Ghislaine Cestre, Michael Saren

AGENDA

1. Minutes of previous meeting - October 2006 Brussels and Action Points
2. Issues requiring decisions:
 - 2.1. Membership Situation (J. Berács, U. Wagner)
 - Departmental membership
 - National Representatives and EMAC Working Groups
 - 2.2. Arrangements for EMAC 2008 in Brighton (Keith John Perks)
3. Changes & Statutes (J. Berács)
 - 3.1. Change in the name – V.P. Development
4. Issues for reporting and updating
 - 4.1. Financial Report (S. Albers)
 - 4.2. Elections 2007 (J. Berács)
 - 4.3. Future Conferences (G. Troilo)
 - 4.4. EMAC Conference Job Market (G. Troilo)
 - 4.5. Support for doctoral students (G. Troilo)
 - PhD Bursaries
 - Funding Project
 - 4.6. Report on EMAC 2007 (Halldor Engilbertsson)
 - 4.7. Report on EMAC DC 2007 (Karen Gedenk)
 - 4.8. International Journal of Research in Marketing (J-B. Steenkamp, S. Stremersch)
 - 4.9. External Relations (G. Lilien)
 - 4.10. EMAC Fellows activities (B. Wierenga)
 - 4.11. The Chronicle (J. Berács)
 - 4.12. Teaching Portal (M. Krafft)
5. Any other business
6. Date and time of next meetings
 - Brussels, October 26, 2007 10:00 – 16:30
 - Brighton, May 27, 2008 14.00 – 17.00

The President opened the meeting

EMAC EXECUTIVE COMMITTEE MEETING – 22 May 2007 (**Attendees in bold**)

President	József Berács
Past-President	Graham HOOLEY
President-Elect	
Vice Presidents:	
Conferences	Gabriele TROILO
Development	Udo WAGNER
External Relations	Gary LILIEN
Publications	Jan-Benedict STEENKAMP
IJRM Editor	Stefan STREMERSCHE Donald LEHMANN
Treasurer	Sönke ALBERS
Executive Secretary	Nina Payen

NATIONAL COORDINATORS

AUSTRALIA	Pam MORRISON
AUSTRIA	Adamantios DIAMANTOPOULOS
BELGIUM	Kristof DE WULF
BRAZIL	Claudia ACEVEDO
CANADA	Elko KLEINSCHMIDT
DENMARK	Suzanne BECKMANN
FINLAND	Mai ANTILA
FRANCE	Delphine MANCEAU
GERMANY	Manfred KRAFFT
GREECE	George AVLONITIS
HUNGARY	Andras BAUER
IRELAND	Mary LAMBKIN
ISRAEL	Renana PERES
ITALY	Gabriele TROILO
JAPAN	Akihiro INOUE
NEW ZEALAND	Rob LAWSON
NORWAY	Kjell GRONHAUG
PORTUGAL	Mino FARHANGMEHR
SLOVENIA	Maja MAKOVEC BRENCIC
SPAIN	Laura LUCIA
SWEDEN	Magnus SODERLUND
SWITZERLAND	Ghislaine CESTRE
THE NETHERLANDS	Ed NIJSSEN
U.K.	Michael SAREN
U.S.A.	Gerard TELLIS

GUESTS

Conference 2007 – Org Comm	Kristin H. SVERRISDOTTIR
Conference 2008 – Org Comm	Keith PERKS

Action Points from Meeting

ACTION ITEMS	WHO	WHEN
Organisation of small thematic conferences	Gabriele Troilo	Open
Change of title from V.P. Development into that of V.P. Membership	Nina to adapt the official document	Immediate
Creation of a small committee to think about membership and department membership.	Udo Wagner	Report at October meeting
Gather information on conference budget from past conference organizers.	Sönke Albers	Report at October Steering Committee meeting
Develop guidelines and policies for the organization of small thematic conferences.	Gabriele Troilo	Report at October meeting
Collecting information from EC members: what activities and in which small committees would they like to work.	Nina Payen, József Berács	June

MINUTES

The President, József Berács, informed the members that an Ad-hoc Steering Committee meeting took place in the morning to discuss a specific issue, which he will report on during this meeting. A slight change in the agenda – Point 3.7 – Report on EMAC 2007 will be presented at the start of the meeting

3.7 Report on EMAC 2007

Kristin H. Sverrisdottir reported on the conference. She thanked the EMAC Executive Committee to have given the possibility to the young University of Reykjavik to host the EMAC 2007 Conference. The preparations for the Conference started 3 years ago. Today 840 delegates have registered to the conference. With such a big number, the Organising Committee had to live up with the general theme of the conference 'Unpredictable and flexible'. The Organising Committee has worked closely with the V-P of Conferences and accepted good advice from previous Organising Committees and the Conference agency, Iceland Travel.

Some facts and figures:

In December 2006 914 papers from about 1.800 authors representing more than 300 affiliations and 48 countries were received. 533 reviewers were involved in the reviewing process. Out of the 914 submissions 483 were accepted for presentation which is an acceptance rate of 52,8%. From the 431 rejected papers, 66 have accepted the offer to present a poster. 465 papers are to be presented during the Conference in 155 sessions.

In addition to the parallel sessions the Conference program has six special sessions, including a "Meet the Editors" session, two special interest groups sessions and two poster sessions. Reykjavik University is also pleased to be hosting the first joint EMAC-KAMS symposium with 12 papers to be presented in five sessions. Over 100 delegates come from the UK, 95 from Germany, 61 from France, 50 from the USA and 43 from Australia

In collaboration with the European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) the 20th Doctoral Colloquium was organised on 20-22 May 2007 for doctoral students in marketing. This year 39 students participated in four different tracks.

Kristin concluded by saying that the 3 years journey of EMAC 2007 was a good experience for the young University of Reykjavik.

(Report on EMAC 2007 Conference in ANNEX 1

1. Approval of Executive Committee meeting – October 2007, Brussels

The Minutes were approved.
(Minutes of meeting in ANNEX 2)

2. Issues requiring decisions

2.1 Membership Situation

The President, József Berács, reminded the members that 2006 was a transition year. The membership for 2006 dropped to 358 members. However 2007 numbers are very good. To date EMAC has 906 members, mainly due to a very successful conference in 2006. This shows that the EMAC membership is closely linked to the conference attendance. EMAC would like to change this link between conference attendance and membership.

Udo Wagner, V.P. Development, reported on the membership situation. According to him, with the current number of delegates EMAC has reached a natural limit of conference size and he is of opinion that it is not good to have more than 700 delegates on the conference.

He proposed the following actions to increase membership:

- For long term loyal members – a special fee or a bonus
- Develop corporate membership
- Organise special thematic conference (small size conference) - For example a way to increase membership in Central & Eastern European Countries is to organize such thematic conference in this region

Commenting on the loyal members, Ed Nijssen questioned the time period (2004-2006) taken to assess loyalty. This may be biased.

Followed a long discussion on membership. The main points which were brought forward were:

Organising thematic conferences

This is generally considered as good idea. Delphine Manceau, National Representative of France, mentioned that in France most people would become members through attendance of a conference. It is important to create affective links with EMAC. Developing small conferences on specific themes, developing special interest group every year or every second year might be a good way to attract and keep members. Due to the large number of delegates at the main EMAC conference, it is becoming more and more difficult to meet with other researchers. Hence small thematic conference will make this possible.

Pam Morrisson added that to attract potential members to EMAC, there should be more benefits than just the conference. Online IJRM is not an additional benefit as most people would get it via their respective university.

Rob Lawson shared the ANZMAC experience. ANZMAC has developed an institutional membership and organises separate meetings with the Institutional members – for example special meeting for Heads of schools where they themselves would set the agenda for the meeting.

Graham Holley suggested that EMAC should talk to the Heads of departments to see what would be their needs and issues.

Gabriele mentioned that EMAC has been discussing the organisation of small conferences for one year now and actions need to be taken.

It was decided that if the Executive Committee approved this proposal, then Gabriele can move

ahead; The Executive Committee needs to delegate the authority to Gabriele.

Some further practical points were put forward:

- develop guidelines and policy for these specific events
- communicate campaign to launch these events
- budget estimation – some figures were mentioned.

Finally it was agreed to provide a budget of 5000 Euros for this initiative.

The item was put to vote and it was unanimously agreed to move forward on this proposal. The Executive Committee entrusts Gabriele with full authority to carry on/implement this proposal.

Membership Fee/Conference fee

Minoo Farhangmehr asked to what extent EMAC wants to increase its membership. Jozsef mentioned that the target might be up to 2000- 3000 members in 10 years, but should not be linked with conference attendance.

The current situation, which is a too close link between conference attendance and membership, puts EMAC into a vulnerable situation.

The main question is how to sustain membership while moving away from its traditional link to conference. It was generally agreed that EMAC needs first to think about an optimal number of members.

Several ideas were put forward:

- discount on the membership fee to those not attending the conference (as people become members mostly through conference attendance - the University pays for it; hence a discount might attract those who are not attending the conference).
- possibility of paying membership for more than 1 year.
Sometimes it might be difficult to keep track of different payments, hence offering the possibility to pay 2-3 years membership in one go might facilitate renewal process.
- Development plans for Eastern European countries (discounts, sponsorship, subsidies, bursaries for CEE students)
- Special benefit to loyal members: to present papers at the conference without going through the review process

Graham reminded that fee is not an issue and conference attendance is not price sensitive.

After some debate on the different discount options, it was decided that there should be no special financial discount. Some other suggestions were made:

- George Avlonitis suggested carrying a survey among members on the different issues such as conference fees, loyal members
- Sönke proposed to create a small committee to think about the membership situation and all related issues.

(ANNEX III: Membership Situation)

(ANNEX IV: Membership Report)

2.2 Changes & Statutes

József Berács proposed to change the title of V.P. Development into that of V.P. membership. The proposal was agreed.

This procedure was discussed. All members agree that at least for the presidency, the candidates should have some history with EMAC. Hence some requirements, like 3 years membership, involvement in some EMAC activities should be mandatory for this position.

Jan-Benedict Steenkamp mentioned that this should also be the case for the National Representatives as they have an important role in the association. Somebody who knows EMAC can better promote the association.

Several ideas were proposed:

- at least 3 years consecutive membership for any candidate who would stand in for a position in the Executive Committee
- some minimum seniority requirements for the position of President and V.P.s. only
- a selection committee (which in this case would be the Steering Committee – at least for the President's position).

These ideas were debated:

Putting requirements such as 3-year membership for any candidate on the Executive Committee – especially in the case of National Representatives, can deprive some good members- but new- on getting on board; it is sometimes good to have new people on board.

The selection committee was not considered as ideal as it might become too 'political'.

At this stage József Berács summarized the 3 possible options:

to change nothing to the current procedure (No minimum membership requirement, policy statement for the President's and Vice-Presidents' position, a short C.V and a brief description of their involvement in EMAC for the national Representatives)

a minimum of 3 years continuous membership for all positions

a minimum of 3 years membership for the position of President and Vice-President

The proposal was put to vote and it was decided to stay with the current procedure.

(ANNEX VII: Results of Elections 2007)

3.3 Arrangements for EMAC Conference 2008 in Brighton

Keith Perks, Chair of the 2008 EMAC Conference was pleased to report on the preparations for the conference. He has worked very smoothly with Gabriele Troilo, V.P. Conferences and the Brussels office.

The venue will be the Brighton Centre.

The main points presented were:

- *Conference theme-Marketing Landscapes: A Pause for Thought*

The theme of the 2008 conference is to examine the marketing landscape, to continue the debate, and assess if we have over specialised the discipline into 'silos' and narrowed our perspectives resulting in a failure to look at the bigger picture. Marketing has broadened in the last three decades of the 20th century adding to the complexity and diversity of the field. The questions to be raised by the 2008 conference are: Have we gone too far? Do we need a single universal paradigm or multiple paradigms? How can we reconnect with the corporate world? How does marketing respond to its critics?

- *Track chairs and co-chairs*

66 scholars were approached by the conference chair to invite them to act as either track chair or co-chair. There have been significant changes for 2008. In consultation with Gabriele Troilo, some of the chairs were selected based on the recommendations of previous track chairs and others from recommendations from new track chairs. All of the new track chairs are leading academics in their field. The 2008 conference also has two new tracks, a Special Interest Group which is a proposal from the EMAC Executive Committee and the other track is 'Marketing in

Emerging and Transition Economies' which fits nicely with the Conference Theme. The total number of tracks is 21.

Jan-Benedict mentioned that none of the track chairs is from an emerging country. There may be here a missed opportunity to include someone from the Emerging countries.

Gabriele mentioned that the search for track chairs is done in good collaboration between Keith and himself.

Stefan Stremersch suggested that it might be worth considering a 3 year term for track chairs

(ANNEX VIII: Report on EMAC 2008 Conference)

3.4 Future Conferences

Gabriele Troilo reported on the future conferences.

2009: Audencia Nantes

2010: 2 candidates – Copenhagen Business School and Slovenia

2011: 1 candidate - Graduate School of Management, St Petersburg State University. Gabriele reported that he has some concern with the candidacy from St. Petersburg State University. The contact person at St Petersburg in a recent email indicated that they have just received the official decision to create the school and are now in the process of planning the construction of the school campus; construction and changes in the city infrastructure are also being planned. In this context Gabriele suggested that it might be better to postpone the candidacy of the St. Petersburg University.

Any suggestion for hosting the 2011 EMAC conference is most welcomed.

3.5 EMAC Conference Job market

Gabriele then reported on the Job market which was launched at the conference. He was not very satisfied with the results achieved. There were only 8 universities posting 10 positions and only 8 candidates have posted their C.V. There were more job openings than there were candidates. The job offer was larger than the demand.

The job market was promoted in several ways - to Heads of marketing Department, EMAC members, EIASM network, Marketing PhD students, and conference delegates.

The conference Job market is new and EMAC needs to create the awareness around this service.

Stefan Stremersch mentioned that the timing might not be the right one. May be an option would be to create the networking between the School and the potential candidates (in place of a real interview service). Delphine also mentioned that she uses the conference to loosely connect with potential candidates and not do real interviews.

3.6 Support for Doctoral Students

Gabriele reported on the students bursaries. 2 kinds of sources were explored: EU and private companies. For the EU, the Marie Curie action is of interest to EMAC; however there is still no news about the 2007-2011 Marie Curie Actions.

For the private companies, investments in sponsorship are decided locally. The issue on sponsoring students by private companies should be considered within the more general question on how EMAC can access different funding sources for all its activities.

(ANNEX IX: Report from V.P. Conferences)

3.8 Report on EMAC 2007 Doctoral Colloquium

Karen Gedenk, Chair of the EMAC Doctoral Colloquium, thanked the Reykjavik Organising Committee for the organisation of the doctoral colloquium.

She was very pleased to report that the colloquium was a success. In total there were 88 submissions, 27 accepted in the 3 Advanced tracks and 12 accepted in the Beginners track. Karen thanked the co-chairs and all faculty members involved in the doctoral colloquium as well as EMAC secretariat at EIASM in Brussels

József Berács thanked Karen Gedenk for the excellent job done for the doctoral colloquium.

(ANNEX X: Report from V.P. Conferences)

3.6 IJRM

Stefan Stremersch, the Editor, was pleased to report on IJRM. He thanked Hubert Gatignon for the excellent job done for the last 6 years. He reported on the following:

New editorial policy

The aim of the journal is to increase global visibility and to bring IJRM to the forefront of the field; more focus on empirical papers, not replication of existing theories, rigorous, new ideas and methods, clear and concise 'executive program' abstract.

The review process

There is now a new and larger review board. Rejection rate has increased; processing time has decreased. Desk rejection in % of submission has increased to 33% in 2006 and 41% for the January-April period 2007. Stefan was also pleased to report that the processing time has decreased now to 41 days.

Some facts and figures

Number of manuscripts has increased. He noted that it is not the number of manuscript as such that is important, but mainly the quality of the manuscripts.

He also reported that there is a high percentage of U.S. contributors versus the low percentage of U.S. readership. IJRM needs to think about how to stimulate US readership.

Future plans

IJRM special issues on Marketing and Health in 2008 and on Organic Growth in 2009
Special sections on Marketing Models in 2009, Innovation in Sales Force in 2010 and Cross Country Competition.

The main challenges for IJRM are:

- to get better manuscripts submissions
- increase the journal's visibility
- the special issues and sections
- increase readership in the US

(ANNEX XI: IJRM report)

Jan Benedict Steenkamp thanked Stefan Stremersch and Donald Lehmann for their contribution in bringing IJRM to greater heights. He also recognized the good job done by Hubert Gatignon. József Berács joined to this appreciation and suggested to read the IJRM Positioning in the Chronicle.

He reported briefly that the Steering Committee had an ad hoc meeting in the morning about the publications of EMAC. Based on the idea of John Saunders, written 10 years ago in the Chronicle, the Steering Committee discussed about a new journal of EMAC to satisfy the diversity of demand of the EMAC members. A new Committee headed by Jan-Benedict was established to prepare a policy paper about this topic.

3.10 External Relationship

In absence of Gary Lilien, V.P. External Relations, József Berács reported on External Relations.

EMAC- ANZMAC : EMAC and ANZMAC have formally agreed to run a joint symposium concurrent with every third EMAC conference and every third ANZMAC conference. The most recent event took place at ANZMAC in Brisbane. The next event will take place at the 2008 EMAC conference in Brighton.

EMC: discussions with EMC are in progress. József Berács mentioned that the success of relations depend on the people. EMAC needs more people to be involved in enhancing relationship with other associations. This should be further discussed at the October meeting in Brussels

(ANNEX XII a: Report on External Relations)

(ANNEX XII b: BIGMAC3 Synopsis)

3.11 EMAC Fellows Activities

In absence of Berend Wierenga, Dean of the EMAC Fellows, József briefly reported on this point. In the past period the EMAC fellows have carried a number of activities: advice on EMAC Doctoral Colloquium, meeting with EMAC President at the annual Fellows meeting and contribution to the EMAC chronicle.

(ANNEX XIII: Report on Fellows Activities)

3.12 EMAC Chronicle

The first issue of the Chronicle has been distributed to all conference delegates. It will also be sent to members who were not at the conference and to 'past' members. A circulation plan was prepared for 3000 copies. He asked the advice and the participation of all national representatives in writing and distributing the future issues of the Chronicle.

He announced that he will start working on the 2nd issue which will be ready for October 2007. He expressed his wish, that the EMAC Chronicle will be developed to be one of the most important forum of marketing academics in Europe. The editorial policy will be discussed at the October Executive Committee meeting.

3.12 Teaching Portal

In absence of Manfred Krafft, József Berács reported on the Teaching Portal. He mentioned that EMAC has invested some money in the Teaching Portal. It is important to make it work as it is a benefit for the members. There is definitely a need for more active members. Without the input from the Executive members first and from the EMAC members the portal will not work. He will ask the support of EMAC fellows to help this project.

Any other business

- Gerard Tellis mentioned that more time should have been devoted to the discussion on IJRM. He suggested that for the future meetings to move up the point on IJRM on the schedule to allow more time for the presentation and discussion.
- A point on conference budget was brought up.
Gerard Tellis raised the question about whether EMAC makes money out of the conference.
Graham Hooley, EMAC past-President explained that in the past a surplus of 6000 Euros was transferred to EMAC from the Conference. Since 2006 it was decided to forego that surplus in the aim of decreasing the conference fee. He indicated that EMAC does not control the conference budget. The Conference host bears the risks.
Gerard mentioned that in conferences such as EMAC, there is a big profit that EMAC can benefit from.
George Avlonitis, Chairman of the Athens Conference in 2006, explained that the expenses for the conference are very high. U.S conferences cannot be compared to the EMAC conference. The social side of the conference is high costs for the conference organiser.

Followed a short debate on conference fee and the profit from the conference, Sönke concluded on this point by mentioning that this cannot be debated here as information on the budget from the previous conference hosts is needed. He proposed to ask the previous conference hosts to share the conference budget with the members of the Executive Committee.

5. Date and time of next meeting

The dates of the next EMAC Executive Committee meetings were announced

- Brussels, October 26, 2007 10:00 – 16:30
- Brighton, May 27, 2008 14.00 – 17.00

No further points were raised. The President thanked the members for their attendance and the meeting was adjourned.

ANNEXES

ANNEX I	EMAC 2007 Conference – Reykjavik
ANNEX II	Minutes - Executive Committee meeting – Oct 2006- Brussels
ANNEX III	Membership Status 2006
ANNEX IV	Membership Report
ANNEX V	2006 Financial Situation
ANNEX VI	Financial Report
ANNEX VII	Results of Elections 2007
ANNEX VIII	EMAC 2008 Conference – Brighton – Status Report
ANNEX IX	Report from V.P. Conferences
ANNEX X	Report on Doctoral Colloquium 2007
ANNEX XI	IJRM Report
ANNEX XII a	Report on External Relations
ANNEX XII b	BIGMAC3 Synopsis
ANNEX XIII	Report from EMAC Fellows