



Steering Committee Meeting

Brussels, May 22, 2007

Present: József Berács, Graham Hooley, Udo Wagner, Gabriele Troilo, Nina Payen, Sönke Albers, Gilles Laurent, Stefan Stremersch

Apologies: Gary Lilien, Donald Lehmann

AGENDA

1. Approval of the minutes of the ad-hoc Steering Committee Meeting – March 9, 2007 – Brussels
2. The main point on the agenda is EMAC Publications

The President, József Berács, welcomed the members and opened the meeting.

1. Approval of the minutes of the ad-hoc Steering Committee Meeting – March 9, 2007 – Brussels

Stefan Stremersch mentioned that he did not receive the minutes and it would have been useful to have it before this meeting.

No other comments were made and the minutes were approved.

2. EMAC Publications

József Berács explained the reason for calling this ad-hoc meeting.

Background

József Berács explained that unfortunately neither Jan Benedict Steenkamp nor Stephan Stremersch and Donald Lehmann, the new editors of IJRM were able to attend the Steering Committee meeting which was scheduled on March 9, 2007 in Brussels.

In the discussions under the item 9 of the minutes. - Reporting from IJRM, several points were raised:

- EMAC publication is very important and yet it takes too little time in the discussions at the Executive meetings
- Searching selection for editors – The protocol should be looked at if the question of searching selection is raised
- The necessity to have another EMAC publication.

The main concern raised here was that it seems that a very high percentage of the publications in IJRM are not from EMAC members. It might be a sign that EMAC needs another channel of publication. IJRM does not reflect that it is the EMAC arm of publication.

Some of the questions raised at the point in the March meeting were:

- Have IJRM become so narrow and EMAC so broad that an alternative publication is necessary? EMAC has a budget which can be devoted to this. IJRM does not represent the same thing to all EMAC members. Hence a new EMAC journal might be an alternative.
- Should IJRM, while not loosening the rigor the journal has achieved, broaden its scope.
- Nearly half of the IJRM Editorial Board are not EMAC members and it would be good to encourage the 50% of IJRM editorial board to become EMAC members

As the different points mentioned above were not really related, it was decided to leave the Editors selection point and the item on IJRM Editorial Board members not being EMAC members for discussion at the October meeting.

However Stefan Stremersch mentioned that when there is a change in editor, the new editor brings along new board members. Jan-Benedict Steenkamp mentioned that these members accepted to be on the editorial board as a special favour to the new editors – Stefan and Donald. Stefan also pointed out that they cannot be forced into becoming EMAC members. They are doing an excellent job for IJRM and taking their personal time for the reviews. He suggested that a good way to bring the IJRM Board members into EMAC and also to recognise their contribution would be to give them ‘free’ EMAC membership.

Is there a need for second journal?

Historical Background

The question on EMAC publication was put on the floor for discussion.

Gilles Laurent gave some ‘historical’ background on this issue. He reminded that the question of a second EMAC journal is not a new one and has been raised and thoroughly discussed in the past

- during John Saunders’s Presidency. Some of the concerns raised at that time were:
- a second publication might jeopardize the existing IJRM journal.
- the substance of a new journal should not compete with IJRM -; it might turn more toward teaching-oriented material – pedagogical material, best practices...
- the second journal might be a way of attracting new members to EMAC
- EMAC wants to keep its image and reputation; and would not be a good for EMC to associate itself with a second journal of average quality.
- Should there be a second journal, it should by no means compete with IJRM, and it should attract rigorous research (that does not fit in IJRM) but which is nevertheless of interest to marketing educators and students.
- With a second publication EMAC, while not losing the rigor of a top journal like IJRM should be servicing a wider group of marketing academics.

Gilles mentioned that IJRM has achieved a major step forward. It is positioned among the high quality journals in Europe and fast growing in terms of reputation. It has become one of the top journals with the rigor and quality that go with such journal.

IJRM – Rigor and quality

Both Stefan Stremersch and Jan-Benedict Steenkamp insisted on the quality of the IJRM. IJRM has now acquired a good positioning. All past editors have done remarkably well to drive up the Journal.

Commenting on the point (see Point 9 - minutes of the last Steering Committee) that only 11% of EMAC members are published in IJRM, Stefan mentioned that it means that only 11% of EMAC members have the rigor and the quality that is necessary to publish in IJRM. Lowering the rigor and quality in order to account for a larger number of EMAC members to be published in the journal does not seem to be the right solution. IJRM should keep the rigor and quality. Gabriele Troilo pointed out that it was not a question of lowering the quality and rigor of IJRM. He indicated that all members of the Steering Committee agree on this point. According to him the concern is about such a large number of EMAC members not being able to publish in IJRM. This may be a sign that

- EMAC needs another publication to accommodate for these members.
- or IJRM should be broader.

József Berács added that with the rapid increase in EMAC membership, this issue will become more acute. He emphasized the importance of benchmarking and historic analysis. The AMA has four journals. The French Marketing Association (AFM) with about 600 regular members has two journals. The EMAC will have more than 1000 members in the year of 2008, and 33 years history. Following the last ten years trend, we will have 2000 members in 2018. Our membership should be segmented as much, or might be more than the American marketing researchers. Here is the time to think strategically about EMAC publication policy and the satisfaction of diversifying needs.

Sönke declared that IJRM (from the last reports) shows that they are broader than the American journals. There are no conceptual papers. According to him IJRM has a broad scope and the rigor of a top journal. It would do much damage to the journal if there is a second journal of lower quality. He insisted on the fact that EMAC needs to keep its image and should not be associated with another publication of lower quality and rigor. Stefan Stremersch agreed with Sönke's view on this point.

Stefan Stremersch pointed out that the real concern is may be not creating a second journal to accommodate EMAC members who do not have the quality to publish in IJRM, but EMAC should think about how to help its members to achieve the quality required in their manuscripts so as to be able to publish in IJRM. One idea is to organize a training programme/workshop dedicated to EMAC members (young researchers) on writing skills and publishing. He briefly mentioned one workshop he did in this area at EIASM. He added that EMAC can 'sort of' subsidise such a workshop so as to make it available to EMAC members.

Jan-Benedict Steenkamp supported this. He added that EMAC can also invest some money to strengthen IJRM.

Graham Hooley mentioned that another avenue to explore is the acquisition of another journal. He explained that acquiring another journal which is already established in the area, while ensuring that is not competing with IJRM might be a solution as opposed to creating a new journal from scratch.

The discussions ended up with the following:

- IJRM should maintain its quality and rigor and aim at remaining among the top journals.
- EMAC should think about how to bring its members to the level required for publishing in IJRM.
- the option of creating a second EMAC journal should be further investigated as a part of the general publication policy of EMAC.
- a Committee should be established, chaired by Jan-Benedict as Vice President, to form a policy paper about the whole publication policy, strategy, activity of EMAC

The main ideas to explore:

- Training programme for PhD and young researchers
The proposal of Stefan Stremesch to budget organise training for PhDs and young researchers. The aim of such a training programme is to get the PhDs and young researchers to get the necessary skills to be able to publish in IJRM. The focus of the programme would be publishing in IJRM. Stefan mentioned one workshop that he did at EIASM and mentioned that EMAC can work out a similar event with EIASM.
- Acquisition of another journal. Graham Hooley mentioned that a possibility to explore is the acquisition of another journal.

It was decided that these questions will be put to the Steering Committee and the Executive Committee.

3. Date and time of next meeting:

- 25 October 2007, Brussels – 16.00 – 18.00

The President, József Berács, thanked all members for their participation and closed the meeting.