



Executive Committee Meeting

Brussels – 26 October 2007

MINUTES

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

Apologies: Donald Lehmann, Adamantios Diamantopoulos, Kristof De Wulf, Claudia Acevedo, Elko Kleinschmidt, Mai Antilla, Manfred Krafft, Akihiro Inoué, Magnus Soderlund, Michael Saren, Renana Peres, Rob Lawson, Steven Burgess, Zeynep Gurhan –Canli, Gerard Tellis

AGENDA

- 1. Minutes of previous meeting - May 2007 Reykjavik**
- 2. Issues requiring decisions**
 - 2.1. Conference Budget (József Berács, Sönke Albers)
 - 2.2. External Relations
 - Current EMAC External Relations protocol vis-à-vis country associations (Gary Lilien)
 - 2.3. Arrangements for EMAC 2010 (Suzanne Beckmann) (will be covered under point 3.5)
- 3. Issues for reporting and updating**
 - 3.1. Ad-hoc Committees
 - Committee on IJRM/Publications (Jan-Benedict Steenkamp)
 - Committee on Conference budget (Gabriele Troilo)
 - Committee membership and department membership (Udo Wagner)
 - 3.2. Membership Situation (Udo Wagner)
 - 3.3. Interim Financial Report (Sönke Albers)
 - 3.4. Elections 2008 (József Berács)
 - 3.5. Future Conferences
 - Arrangements for EMAC Conference 2008 in Brighton (Keith Perks)
 - Arrangements for Doctoral Colloquium 2008 in Brighton (Tammo Bijmolt)
 - Arrangements for EMAC 2009 in Audencia, Nantes (Jean Louis Nicolas)
 - Future Conferences: EMAC 2011 (Gabriele Troilo)
 - 3.6. Organisation of small thematic Conference (Gabriele Troilo)
 - 3.7. Teaching Portal (Manfred Krafft)
 - 3.8. The Chronicle (József Berács)
 - 3.9. National Reports (National Representatives finishing their 3rd year of office)
 - 3.10. Managing the Executive Committee (József Berács, George Avlonitis)
- 4. Any other business**
- 5. Date and time of next meetings**
 - Brighton, May 27, 2008 14.00 – 17.00
 - Brussels, October 24, 2008 10:00 – 16:30

EMAC EXECUTIVE COMMITTEE MEETING – 26 October 2007 (Attendees in bold)

President	József BERÁCS
Past-President	
President-Elect	George AVLONITIS
Vice Presidents:	
Conferences	Gabriele TROILO
Membership	Udo WAGNER
External Relations	Gary LILIEN
Publications	Jan-Benedict STEENKAMP
Treasurer	Sönke ALBERS
IJRM Editor	Don LEHMAN Stefan STREMERSCHE
Executive Secretary	Nina PAYEN

NATIONAL COORDINATORS

AUSTRALIA	John ROSSITER
AUSTRIA	Adamantios DIAMANTOPOULOS
BELGIUM	Kristof DE WULF
BRAZIL	Claudia ACEVEDO
CANADA	Elko KLEINSCHMIDT
DENMARK	Suzanne BECKMANN
FINLAND	Mai ANTTILA
FRANCE	Delphine MANCEAU
GERMANY	Manfred KRAFFT
GREECE	Paulina PAPASTHATOPOULOU
HUNGARY	Andras BAUER
ICELAND	Halldor ENGILBERTSSON
IRELAND	John FAHY
ISRAEL	Renana PERES
ITALY	Elisa MONTAGUTI
JAPAN	Akihiro INOUE
KOREA	Kyung HOON KIM
NEW ZEALAND	Rob LAWSON
NORWAY	Sven HAUGLAND
PORTUGAL	Claudia SIMOES
SLOVENIA	Maja MAKOVEC BRENCIC
SOUTH AFRICA	Steven BURGESS
SPAIN	Laura LUCIA
SWEDEN	Magnus SODERLUND
SWITZERLAND	Sabine EINWILLER
THE NETHERLANDS	Ed NIJSSEN
TURKEY	Zeynep GURHAN -CANLI
U.K.	Michael SAREN
U.S.A.	Gerard TELLIS

GUESTS

Conference 2008 – Chair	Keith PERKS
DC 2008 Chair	Tammo BIJMOLT
Conference 2009 – Audencia	Jean Louis NICOLAS

Action Points from Meeting

ACTIONS	WHO	WHEN
<p><i>Membership</i> National representatives (with the exception of the USA) to provide a list of all Marketing departments of their respective countries (with a tentative number of the scholars affiliated).</p>	<p>- Nina Payen to inform national representatives</p> <p>- National Representatives</p>	<p>November 2007</p> <p>2 January 2007</p>
<p>Udo Wagner would make a proposal on institutional membership to the Steering Committee at the next meeting – March 2008</p>	<p>Udo Wagner</p>	<p>To report at Steering Committee meeting – March 2008</p>
<p><i>Financial situation</i> Examine the possibility of putting part of the EMAC surplus on a fixed interest rate account.</p>	<p>Nina Payen</p>	<p>Mid November 2007</p>
<p><i>New executive committee members</i> Communicate the last 3 years minutes of the Executive Committee meetings to the new national representatives.</p>	<p>Nina Payen</p>	<p>November 2007</p>
<p><i>Conferences – Small thematic Conference</i> Gabriele will send an email to all EMAC members to inform them on this initiative.</p>	<p>Gabriele Troilo</p>	<p>January 2008</p>
<p><i>Involvement in EMAC activities</i> National representatives to provide in which areas of EMAC activities they would like to be involved.</p>	<p>Nina Payen</p>	<p>26 October – 1st week of November</p>
<p><i>National Representative guidelines</i> To be revised and be ready for the next Executive Committee meeting</p>	<p>József Berács</p>	<p>Report at Steering Committee meeting in March 2008</p>
<p><i>EMAC Logo</i> To make the EMAC Logo available in a downloadable version on the website.</p>	<p>Nina Payen</p>	<p>November 2007</p>
<p><i>Financing IJRM</i> Negotiate with Elsevier for the 10.000 Euro, or share of it - offering in a kind of services (Chronicle). Managing the financial transfer needed.</p>	<p>Sönke Albers</p> <p>Nina Payen</p>	<p>December 2007</p>

MINUTES

The President József Berács opened the meeting. He gave a special welcome to the new national representatives who have joined the Executive Committee and thanked all the members who have finished their term of office. He informed all members that as from the next executive committee the structure of the agenda will be changed so that issues for updating and reporting will be addressed prior to issues requiring decisions.

He emphasized the crucial role of national representatives to EMAC. He reminded that 10 years ago EMAC developed some guidelines for national representative. A copy of this guideline was sent to all Executive Committee members. This point will be discussed later in the meeting.

1. Minutes of previous meeting - May 2007 Reykjavik

No comments were made. The minutes were approved.

Annex 1: Minutes of Executive Committee Meeting - May 2007 Reykjavik

2. Issues requiring decisions

2.1. Conference Budget

This point will be addressed under point 3.1.

2.2 External Relations

Gary Lilien stated that the V.P. External Relations is the coordinating body in the relationships with other institutes /associations. Gary reported on the following:

- Link with ANZMAC

EMAC and ANZMAC have formally agreed to run a joint symposium (BIGMAC) concurrent with every third EMAC conference and every third ANZMAC conference. BIGMAC 4 is scheduled for EMAC 2008 in Brighton. Gabriele Troilo, VP Conferences and the ANZMAC liaison, Rob Lawson have coordinated this event. Gabriele Troilo reported briefly on BIGMAC 4. It is organised the same way as the conference. There will be 3 parallel sessions on consumer markets, services branding and measurement issues in branding. 75% of the papers are from invited guests, 25% is selected by a reviewing process. He indicated that BIGMAC does not involve practitioners.

- Link with ESOMAR

Gary reminded the members that the discussion with ESOMAR has been going for several years and in spite of several efforts no formal link has been developed. EMAC has decided to remain in a reactive mode. To enhance a more active link EMAC would need a champion.

- Link with Informs Society for Marketing Science (ISMS) Practice Prize.

EMAC sponsors the ISMS practice prize and plays an active role in the competition. The 2007 competition took place on October 15 at a special ISMS Practice Conference at the Wharton School.

- Link with EMC – European Marketing Confederation

EMC is a coordinating body of practitioners. EMAC has been approached by EMC to participate in some informational and networking opportunities available through EMC. However there was not a lot of interest from EMAC members. EMC has proposed a partnership to EMAC. The

timing and structure was not really satisfactory for EMAC. Hence the decision was taken to decline the proposal at this stage. In view of keeping an engagement with EMC, EMAC will propose to make available some news and material through their portal.

Gary brought up for discussion the following questions:

- Should we revise the EMAC External Relations Protocol?
- Are there specific linkages that EMAC should pursue?

Followed a discussion on the specific linkages EMAC has already and which have been very fruitful:

- Cooperation with Korea brought 5 members in 2007 and already 13 members for 2008.
- Beneficial relationship with ANZMAC
- Co-sponsoring of the ISMS Practice Prize

Historically EMAC has had a more inward focus. However it should now favour a more outward focus and look for more linkages.

Elisa Montaguti, EMAC national representative for Italy mentioned that links to other associations can be very opportunistic. Organisations can network better and it can increase the value of the network to EMAC members.

In next year October meeting, the structure of the protocol will be modified and a more formal process will be developed.

To summarise George Avlonitis reminded the 2 models that EMAC faces:

- an inward looking model – which has been EMAC's nature historically
- an outward looking focus to develop the networking, the links with academics and business people.

He pointed out that academics do not do research for only research purpose, but for the business community. Hence it is crucial to be more outward facing in the coming years. EMAC should promote specific relations with some countries and furthermore this might enhance membership

Annex 2a: Report on external relations from V.P. External Relations

Annex 2b: External Relations Protocol

3. Issues for reporting and updating

3.1 & 3.2 Reports from ad-hoc committee

Membership

Udo Wagner, V.P. Membership reported on the membership situation and presented his report. He indicated that a strategic goal set at the last executive committee meeting is to increase the number of EMAC members in a substantial way – up to 2000 over the next 10 years. Among the means to achieve this are the following:

- stabilize the current membership
- increase membership in different countries
- separate membership from conference attendance

It is a fact that some potential members do not join EMAC due to the rejection of their papers at the conference.

2007 has seen an all time record of 927 members. Udo was requested to look into some other options to increase membership, in particular on the possibility of institutional membership. The following ideas were suggested for consideration:

- Institutional membership.
Based on EMAC membership figures, it appears that 1/3 of EMAC current members come from institutions with at least 5 persons engaged in EMAC. In order to analyse the viability of institutional membership, it is crucial to have data on the marketing departments within all European countries. That would help in making an estimate on the potential institutional membership.
It is agreed that all national representatives, with the exception of the U.S, should provide this information.
- Loyal members
With the membership's linkage to conference attendance, long term membership remain an issue for EMAC. Some prominent colleagues have left EMAC, most of them due to the fact that they do not attend the conference (on a regular basis). Better benefits to members should encourage them to stay, for example:
 - o Special mention in the Chronicle
 - o Appreciation plaque
 Graham Hooley provided some input on this subject and made the following suggestions:
 - o An appreciation, like a golden badge
 - o Discount for multiple membership ex. 5 years membership – this might have a stabilising effect.
 - o A discount for retired members – may be a long life membership
 - o Invite prominent people to write in the Chronicle
 - o Develop special interest group

Some other suggestions include:

- Offering a variety of publications
- Availability of teaching material/assistance to members
- Extending membership for several years – hence avoiding accidental lapses.

A few concerns/issues were raised, especially regarding institutional membership:

- The effect of institutional membership on IJRM
IJRM is offered as a benefit to individual members. An important point which has not been thought of and would need some special attention: how to handle IJRM's distribution/payment in the case of institutional membership
- In some countries each member of a department has a budget; in such cases institutional membership is not applicable. (ex. in Italy)
- An imposed number of members. Can an institution join and have a varied number of members.

After some further discussion the following was decided:

- National representative should gather data on number of marketing departments in their respective countries with an estimate of affiliated members.
- Based on the information gathered, Udo Wagner would make a proposal to the Steering Committee in the next meeting – March 2008

Annex 3a: Membership situation

Annex 3b: Report on membership situation from V.P. Membership

Publications

Jan-Benedict Steenkamp, V.P. Publications reported on the results of the ad-hoc committee on publications/how to spend the annual EMAC surplus. He indicated that the people sitting on this committee have different commitment in EMAC. They have evaluated a number of alternatives

on how to use EMAC's current healthy financial situation to better serve the members and hence increase the value of EMAC membership.

Intensive discussions resulted in a preliminary report, 2 revisions and the final report. The following ideas generated more discussions:

- EMAC needs to be stronger and reach out to the emerging markets, southern Europe. Several suggestions were made in that respect: strengthening training of PhD students (via attendance to the ELIASM's EDEN seminar, offering courses to help PhD students to develop their proposals and junior researchers to get their work published in IJRM and top journals.
- The possibility of a second journal.

This second point brought a lot of discussion.

The background: some EMAC members feel that IJRM is too narrow or biased against their work. However there is no evidence to support this idea and IJRM mission statement clearly states that the journal should cover all areas of marketing.

The question on whether there is room for a second journal is still raised. A second journal may mean lower quality and would not align with the image of quality that EMAC has built. An alternative would be to develop an internet based journal. This internet based journal could be combined with the teaching portal and consequently might enhance the latter.

Followed a long debate on IJRM. The journal is currently facing a financial problem. There is an urgent need for increasing financial support to IJRM. Currently it has the support of a half-time assistant. With the increase in the number of submissions, IJRM needs a full-time administrative assistant. The current budget cannot support this. The editor has always got financial support from Elsevier (35.000 Euros per year). However this is not sufficient. The current financial gap is 25.000 euros. Erasmus University has agreed to contribute to 15.000 Euros, provided that EMAC contributes to the remaining 10.000 Euros. This financial support is considered to be vital, and Stefan Stremersch needs to know whether he will get the support from EMAC.

After thorough evaluation of the situation by the committee, the latter has proposed to spend EMAC surplus as follows:

- 7.000 Euros for bursaries for deserving PhD students and young researchers working in the emerging markets.
- 10.000 Euros as financial support for IJRM.
- Explore with Manfred Krafft the possibility of an internet-based publication and see how the teaching portal can be strengthened.

Some further debate around the need for a second journal was brought up. Some members pointed out that there are some indications that there is room for a second journal, such as:

- Increase in the number of paper submissions
- High level of paper rejection
- The need for a journal serving all EMAC members, and not a minority
- The need for a journal to assist EMAC members in research data (like an HBR – but on marketing)
- May be a possibility of a 'practice-oriented' journal for the business people

To these points, some members argued that:

- IJRM is the best brand equity of EMAC. A second rate journal may jeopardize the ranking EMAC has achieved.
- to write for practitioners (HBR type of publication) is a very heavy process. EMAC might not be able to support this.
- EMAC cannot develop a journal for the 'IJRM-Reject' papers

Gabriele Troilo reiterated that he is strongly in favour of a second journal. However he is of opinion that the 2 issues, that is financial support to IJRM and the need for a second journal should be separated. He pointed out that there is a misperception about IJRM, which can even be seen from the article of Lars-Gunnar Mattsson in the 2nd issue of the Chronicle (see article of Prof. Mattsson in the 'Thought Leaders' page on 'What do you really mean by market and marketing?')

Gabriele insisted that IJRM is a top journal and should be kept as such. But nonetheless he maintained that:

- If IJRM is in deficit, then EMAC should give the whole 32.000 Euros of royalties to support IJRM
- IJRM, as mentioned, should be kept as a top journal. But there is a market for a second journal.
- For the teaching portal, there is something that has gone wrong. It is obvious that the teaching portal is unsuccessful. If EMAC members do not need the teaching portal, EMAC should stop investing in it. But if it is still viable and worth continuing, then EMAC should do something very quickly.

Jan Benedict Steenkamp reaffirmed that:

- IJRM is a marketing journal and not a broad management journal
- IJRM is the flagship of EMAC. Any professional association has an elite journal. For a cutting edge academic association, as EMAC, it needed a top-elite journal, with good research. EMAC can be proud of what IJRM has achieved in 25 years. It's not an elite versus multitude, it's a top quality journal and is EMAC most important asset.
- The teaching portal has not been a success. If the teaching portal is combined with some other initiative (like for example an internet based publication), it can get off the ground.

Sönke remarked that EMAC cannot subsidise IJRM for the total 32.000 Euros that it received as royalties. EMAC paid 46 000 Euros to Elsevier in 2007 on members' IJRM subscription. EMAC needs to decide on the amount to spend on IJRM. Stefan Stremersch is currently spending the money from his own research budget to support IJRM. With regards to the possibility of an internet based publication he mentioned that the E.U. is sponsoring internet based publications as this is considered an efficient channel of disseminating knowledge.

And finally a proposal on setting a small committee to investigate the need of a second journal and an internet based publication was made.

As a conclusion the following action points were underlined and agreed upon:

- EMAC will support IJRM to the amount of 10.000 Euros. Sönke Albers will discuss with Elsevier the possibility that they contribute to the amount or to part of it. The share of Elsevier in this amount will be enforced through different forms (ex. offering advertising opportunity for Elsevier in the Chronicle, etc.).
- Constitute a small committee to further investigate the need for second journal and an internet based publication. Ed Nijssen volunteered to chair this committee and Gabriele Troilo, Sven Haughland, Suzanne Beckmann and Kyung Hoon Kim the members; Jan-Benedict Steenkamp will sit as 'ex-officio'

Annex 4: Report on Publication/how to spend EMAC surplus from V.P. Publications

3.3 Interim Financial Report

Sönke Albers, EMAC Treasurer, reported on the EMAC financial situation. There was nothing special to report. EMAC is in a healthy situation. It has some money which it can invest but not to

put it at risk.

EMAC will allocate now 10.000 Euros to IJRM and 7.000 Euros as bursaries to PhD students. To a question of Suzanne Beckmann on whether EMAC has statistics on the number of IJRM online users, there is no formal statistics. But the fact is that the number of download has increased.

Jan Benedict Steenkamp raised the question on whether it is possible to put part of the EMAC surplus on a fixed interest rate account, this will increase the interest rate.

Annex 5: Financial situation

3.4 Elections 2008

József Berács reported on the 2008 elections. A number of posts will become vacant in 2008. A few questions were raised:

- Should there be search committee for the V.P. positions?
- Should there be specific criteria?

After a brief discussion, it was decided to continue along the same procedures that we started in 2007.

- For V.P. position, candidates are required to send in their C.V, involvement in EMAC and a policy statement
- For national representatives: candidates are required to send a C.V and a short statement on their involvement in EMAC.

Suzanne Beckmann proposed to develop a scheme to mentor new members of the Executive committee by:

- Communicating the minutes of the Executive Committee meetings for the last 3 years.
- An experienced EMAC member to mentor the newcomer (for example by an EMAC fellow).

This proposal was positively received. Nina Payen will send the minutes to the new national representatives. The new national representatives would contact the previous national representative.

Annex 6: Elections 2008

3.5 Future Conferences

Arrangements for EMAC Conference 2008 in Brighton

Keith Perks, Chair of the 2008 EMAC conference reported on the progress of the conference.

- Extensive promotion has been done.
- All arrangements for conference welcome reception, dinner and a social event have been done.
- Call for papers: the guidelines for track chairs, reviewers and paper submission have been finalized. Paper submission is open since September. Reviewers have been contacted and asked to register. So far 406 reviewers have registered.
- Doctoral colloquium: the venue is the University of Brighton and everything is running smoothly.

Annex 7: Report on EMAC 2008 conference – Brighton

Arrangements for Doctoral Colloquium 2008 in Brighton

Tammo Bijmolt, Chair of the Doctoral Colloquium, unfortunately could not attend the meeting but has provided a report

Annex 8: Report on Doctoral Colloquium 2008

Arrangements for EMAC 2009 in Audencia, Nantes (Jean Louis Nicolas)

Conference Organising Committee

The conference will be chaired by Pr. Jean-Pierre Helfer and Dr. Jean-Louis Nicolas. The organising committee has been established but is not definitive yet.

The Venue

The conference will take place in Audencia. The school has the appropriate facilities

- 9 auditoriums for groups of 30 to 350 people
- 36 rooms for groups of 20 to 46 people
- A large hall (for posters sessions)
- Several computer rooms with a total of 155 PCs available (for delegates)
- Catering facilities including a large cafeteria and a gala room
- Possible option at the Château des Ducs de Bretagne for the welcome reception

Accommodation

Option on 900 rooms in city centre in approximately 12 hotels has been made.

Transport will be organized at the beginning and end of each day, with specific meeting points.

Booking will be managed by the Nantes International Convention Center

Annex 9 : Report on EMAC 2009 Conference - Nantes

Arrangements for EMAC 2010: Copenhagen Business School

Suzanne Beckmann, national representative for Denmark presented the Copenhagen Business School's proposal to host the 2010 conference. Suzanne has moved back to the department of marketing at CBS. The school has a great experience in hosting big conferences and furthermore Suzanne Beckmann has a wide experience in organising conferences.

- *Organising committee:* The organising committee has been established. The committee will be headed by Suzanne.
- *Venue:* The conference will be held in the campus. The venue is accessible by metro and bus. The doctoral colloquium will be held in the campus building 'The Wedge'.
- *Conference Theme:* The theme is still in the making and any suggestions from EMAC Executive Committee are most welcome.
- *Track Chairs:* Suzanne will be working very closely with Gabriele Troilo for identifying track chairs.
- *Accommodation:* Expecting around 1000 delegates, CBS will work with a professional service agency.
- *Important dates:*
 - Doctoral Colloquium: 24-25 May 2010
 - 39th EMAC conference: 25-28 May 2010
 - o Start of registration: 19 October 2009
 - o Deadline for paper submission: 1 December 2009
 - o Acceptance/rejection date: 19 February 2010

- *Conference Fees*
 Before 9 April 2010: 450 Euros + 90 Euros EMAC membership for 2011
 After 9 April 2010: 500 Euros + 90 Euros EMAC membership for 2011

- Doctoral Colloquium: 250 Euros
 The EMAC conference fee will be at a discount for Doctoral Colloquium attendees.

Suzanne Beckmann will provide a detailed information package for the May meeting.

Annex 10a: Proposal form CBS for hosting 2011 EMAC conference

Annex 10b: Facts and figures - CBS

Future EMAC Conferences:

Gabriele Troilo, V.P. Conferences reported on the status of future EMAC conferences:

- 2010: Copenhagen Business School
- 2011: there were some talks with St.Petersburg State University in Russia. Some concerns on facilities (campus still under construction), the capacity to host big conference, visa issues, bank transfers were communicated to them. After consideration they decided that the effort to organize big conference such as EMAC exceeds their actual capacities. However they are interested to organize small thematic conferences.

Two potential candidates:

- University of Bern, Switzerland showed great interest in the conference. All information was provided to them and they will send in a formal declaration of intent.
- University of Ljubljana: Maja Makovec Brencic, national representative for Slovenia restated the interest of the University of Ljubljana to host the conference in 2011 or 2012. She will make a formal proposal.

3.6 Organisation of small thematic Conference

At the last executive committee in Reykjavik, it was decided to pursue, besides the main EMAC conferences, some small thematic conferences. There were 3 main reasons for this initiative:

- Small communities of academics interested in very specific topics; the main EMAC conference is too broad to meet their interest.
- In some geographical areas – such as East Europe, Asia, South America – where EMAC is not well developed. It would be interesting for EMAC to strengthen relationships in these regions.
- EMAC main conference is getting bigger and bigger and concerns within the executive committee have been raised about the organizational and scientific sustainability of the conference. Small thematic/regional conferences would help keep the numbers of the main conference to a reasonable level while ensuring more opportunities to meet and network.

Some clear processes are outlined below:

- differentiation
- Non cannibalization of the main conference
- High-quality of the thematic conference (same process of paper submission and review to ensure quality).
- Convenience: duration (1, max 2 days) , location and fee (half of the main conference fee as a reference)
- Financial contribution to EMAC: 2 registrations fees – one for members and one for non-members. In the latter case it will include the membership fee.

- Contribution to EMAC membership: the conference should attract scholars who are not yet EMAC members.
- Service to young researchers: give opportunity to young researchers to network with senior colleagues
- EMAC support: EMAC will provide organizational and financial support to organizers, for example use of the same web review system.

Several issues were pointed out:

- The structure and process of this thematic conference as presented is more like a ‘small EMAC conference’
Gary Lilien suggested to organize it like a ‘micro’ conference – that is for a concentrated group of academics on a narrow topic. Scholars can be ‘invited’ to present their papers, that is, there will be no review process.
It can be a 1-day conference for an approximately 30 people.
Elisa Montaguti added that paper could be discussed in greater depth.
Udo Wagner mentioned that the ESSEC conference was organized like a conference with approximately 100 delegates, there were no review process. Though the quality was not homogeneous, it was nevertheless a good conference.
Suzanne added that it is important to keep and ensure the EMAC quality brand.
- Is there a market for EMAC for such conferences as there are already many small thematic conferences on the market place? One suggestion may be to ask these conference organizers to organise it together with EMAC. It will be in a way a ‘friendly takeover’.

After a short discussion on the practical aspects of organization, it was decided that Gabriele will send an email to all EMAC members to inform them on this initiative.

Annex 11: Report on Conference from V.P. Conferences

3.7 Teaching Portal

In absence of Manfred Krafft, this point is postponed to the May meeting in Brighton.

3.8 The Chronicle

József reported on the Chronicle.

The first Chronicle was issued in May and was more of an ‘activity report of all V.P. and EMAC officers’ portfolios. The philosophy and the reasoning of the new wave of the Chronicle were included in the introduction, welcome section. Each year the first issue will be published in May, at the conference.

The 2nd issue –October 2007- focuses more ‘content’. There are some new sections, like ‘Thought Leaders’ and more contribution from the national representatives. This issue intends to be more as a magazine of the EMAC members, offering a broad variety of topics representing the marketing academia in Europe.

Sönke asked whether the Chronicle could be made available in a PDF format and be accessible online for EMAC members. It would be worthwhile to have an electronic format besides the hard copy.

It was also pointed out that IJRM is not mentioned in this second edition. IJRM is EMAC most important asset and as such should have some kind of mentioning in the Chronicle.

Finally Suzanne Beckmann questioned whether the Chronicle is worth the amount of money that it costs. József replied that the printing and mailing costs are modest and to keep them relatively low, we decided to publish only twice instead of three times, as we did in the past.

John Fahy proposed to have a small committee to work on the Chronicle. George Avlonitis will include some questions on the Chronicle in the survey that will be carried out in January. This will help receiving feedback on the Chronicle.

3.9 National Reports

József Berács restated the important role of the national representatives in EMAC. Their involvement is crucial.

He thanked Delphine Manceau, national representative of France who is finishing her last term of office on the EMAC Executive Committee. Delphine reported briefly on her work in EMAC. She has tried to analyse the evolution of the French membership. Though the French membership is increasing, it's not a lot compared to the French marketplace and moreover it is very unstable. Membership is closely associated with conference attendance. According to her, EMAC needs to offer more benefits to its members, IJRM subscription is not enough. It is obvious that in France the affective link to EMAC is not strong. The AFM, the French marketing association has a stronger positioning. As the two conferences take place at around the same period, it is clear that people makes a trade-off between the EMAC conference and the AFM conference. There is a scheduling issue. She believed that the main task for the new French national coordinator should focus on increasing membership.

Maja Makovec-Brencic, national representative for Slovenia reported briefly on the Slovenian situation. She attended and presented EMAC ideas at the Maribor conference. She highlighted the importance of accentuating EMAC visibility in the area. The presence of the EMAC president at the Maribor conference added to that. She also explained that the problems Slovenia faces are the same as those encountered in France. Better benefits to EMAC members would definitely play an essential role in increasing and retaining membership.

Annex: 12:Country reports.

3.10 Managing the Executive Committee

József Berács and George Avlonitis insisted on the key role of the national representatives in EMAC. They should not only represent their respective countries but should also be involved in some general EMAC activities. The national representatives should indicate the areas in which they would like to be involved. Involvement in general EMAC activities are not limited to only EMAC executive committee members. National Representatives can recommend other names as relevant. Nina Payen will compile the information.

József also reminded the members of the guideline for national representative. These guidelines need to be revised. Feedback from the members is most welcome.

Annex 13: EMAC National Representative Guidelines

4. Any other business

Two questions were raised:

- To make the EMAC logo available in a downloadable version on the website.
- Can members of the executive committee use the EMAC logo on their business cards?

Both questions received positive answers. Nina Payen will take care of making the EMAC logo available on the website.

5. Date and time of next meetings

- Brighton, May 27, 2008 14.00 – 17.00
- Brussels, October 24, 2008 10:00 – 16:30

The President thanked all members of their attendance and closed the meeting.

ANNEXES:

- Annex 1: Minutes of Executive Committee meeting – May 2007 Reykjavik*
- Annex 2a: Report on External Relations*
- Annex 2b: Copy of External Relations Protocol.*
- Annex 3a: Membership situation*
- Annex 3b: Report on membership*
- Annex 4: Report on ad-hoc committee on Publications/how to spend EMAC surplus*
- Annex 5: EMAC financial situation*
- Annex 6: Elections 2008*
- Annex 7: Report on EMAC 2008 Conference – Brighton*
- Annex 8- Report on Doctoral Colloquium 2008*
- Annex 9 : Report on EMAC 2009 Conference - Nantes*
- Annex 10a: Proposal form CBS for hosting EMAC 2010 conference*
- Annex 10b: Facts and figures - CBS*
- Annex 11: Report on conferences*
- Annex: 12: Country reports.*
- Annex 13: EMAC National Representative Guidelines*