

EMAC MEMBERSHIP QUESTIONNAIRE – DESCRIPTIVE STATISTICS

N= 255

(All percentages calculated in relation to N=255)

A) GENERAL INFORMATION & PERCEPTIONS

1) When did you join EMAC for the first time? N= 234

In general, 6 distinct groups:

- 1973 – 1978 → 4.3%
- 1979 – 1984 → 4.2%
- 1985 – 1990 → 8.2%
- 1991 – 1996 → 9.8%
- 1997 – 2002 → 23.5%
- 2003 – 2008 → 50.0%

More specifically:

		join		
		Frequency	Percent	Cumulative Percent
Valid	1973	1	,4	,4
	1974	2	,8	1,3
	1975	2	,8	2,1
	1976	2	,8	3,0
	1977	1	,4	3,4
	1978	2	,8	4,3
	1979	2	,8	5,1
	1980	1	,4	5,6
	1981	1	,4	6,0
	1983	1	,4	6,4
	1984	5	2,0	8,5
	1985	4	1,6	10,3
	1987	3	1,2	11,5
	1988	3	1,2	12,8
	1989	2	,8	13,7
	1990	7	2,7	16,7
	1991	1	,4	17,1
	1992	5	2,0	19,2
	1993	2	,8	20,1
	1994	6	2,4	22,6
	1995	7	2,7	25,6
	1996	2	,8	26,5
	1997	10	3,9	30,8
	1998	6	2,4	33,3
	1999	14	5,5	39,3
	2000	7	2,7	42,3
	2001	12	4,7	47,4
	2002	6	2,4	50,0
2003	8	3,1	53,4	
2004	16	6,3	60,3	
2005	20	7,8	68,8	
2006	21	8,2	77,8	
2007	50	19,6	99,1	
2008	2	,8	100,0	
	Total	234	91,8	
Missing	System	21	8,2	
	Total	255	100,0	

2) What was your <u>status/rank</u> when you joined EMAC for the first time?		
N= 254		
Professor	41	16.1%
Associate professor	36	14.1%
Assistant professor	61	23.9%
Instructor/Lecturer/Adjunct	23	9 %
Retired/Emeritus	0	0%
PhD candidate	92	36.1%
Company executive	0	0%
Other:	1	0.4%
<ul style="list-style-type: none"> • Administration = 1 		

3) How did you <u>first hear</u> about EMAC? (more than one option can be selected)		
N= 243		
From colleague/affiliation	171	67.1%
From thesis advisor	78	30.6%
Searching the internet	14	5.5%
Knowing that the annual conference is organized in my country	13	5.1%
Reading the press	6	2.4%
Other:	4	1.6%
<ul style="list-style-type: none"> • Article references to EMAC conference proceedings = 2 • Doctoral colloquium announcement = 1 • Flyer = 1 		

4) Please indicate the importance of each of the following <u>reasons for joining EMAC?</u> (1: Low importance, 7: High importance)	
N = 250	
Participation in the annual conferences	5.59
Participation in an official international marketing association	5.18

Networking opportunity / job contacts	4.80
Information about specific academic fields	4.64
Prestige of EMAC	4.27
Career development	3.73
Other:	
<ul style="list-style-type: none"> • Academic enjoyment = 1 • Doctoral colloquium = 2 • European connection/group = 2 • IJRM / IJRM Editorial Board = 5 • Learn how to publish = 1 • Locations = 1 	

5) Please indicate your level of agreement or disagreement with the following statements referring to different attributes regarding EMAC:

(1: Totally disagree, 7: Totally agree)

N= 251

It is an academic association well-known to the marketing academia in my country of residence	5.64
It is one of the premier international academic associations worldwide	5.31
It can be regarded as an "extrovert" association, open to all academics in the marketing field	5.20
It enhances the integrity of marketing discipline in Europe	5.14
Membership in EMAC enhances my academic profile	4.26
It provides unique services to its members	3.66

6) Apart from EMAC, in which of the following associations are you also a member? (more than one option can be selected)

N = 251

American Marketing Association	103	40.4%
Academy of Marketing Science	58	22.7%
Association for Consumer Research	48	18.8%
INFORMS (Marketing)	48	18.8%
Marketing Science Institute (MSI)	40	15.7%
Australian and New Zealand Marketing Academy (ANZMAC)	30	11.8%
Academy of International Business	18	7.1%

American Management Association	12	4.7%
Association for Consumer Psychology	11	4.3%
Information Society for Marketing Science (ISMS)	9	3.5%
Strategic Management Society	7	2.7%
World Association of Research Professionals (ESOMAR)	7	2.7%
European Marketing Confederation (EMC)	4	1.6%
None	44	17.4%
Other (please specify)	90	35.3%

OTHER ASSOCIATIONS (Worldwide)	Frequency
ABE	1
Academia Europea de Direccion y Economia de la Empresa	1
Academy of Management	2
Academy of Marketing (UK)	12
AEA	1
AEMARK (Spain)	7
AFM (France)	19
AHUV	1
AIMPN	2
American Academy of Advertising	1
American Economic Association	1
American Statistical Association	2
ANPAD (Brasil)	1
AOM	1
ASA	2
ASAC	1
Asociacion Cientifica de Economia y Direccion de la Empresa	1
Asociacion Cientifica Europea de Economia Aplicada	1
Asociacion Espanola de Marketing Academico y Profesional	1
Asociacion Espanola de Profesores de Marketing	1
Asociacion Europea de Profesores de Economia de la Empresa	1
Association for Consumer Research	1
British Academy of Management	2
CIM	2
CIPR	2
Competence Site	1
CROMAR (Croatian Union of Marketing Associations)	2
Deutscher Hochschulverband	1
DHV/DVH	2
DMA	1
DMEF	2
EARIE	1
Econometric Society	1
EIASM	2
EIBA	1
EURAM	1
EUROMA	1
European Council for Small Business (ECSB)	2
General Association of Economics from Romania	1
Greek Marketing Academy	15
HBES	1
IABS	1
IAM	1
IMP Group (International and Purchasing Group)	7
INSNA	1
INSTSMM	1
International Association on Public and Nonprofit Marketing	1
International Communication Association	1
LERA	1
Macromarketing	1
National Association for Business/Marketing Professors	1
National Association of Management Academics	1
NIMA	1
PDMA (Product Development and Management Association)	7
POMS	1
Regional Science Association International	2
SMS	1
Society for Consumer Psychology	1
Society for Marketing Advances	1
Society for Personality and Social Psychology	1
VHB (Germany)	4
VOC	1

Please return your completed questionnaire by Monday, February 18th, 2008
as an attachment to your e-mail reply (**e-mail address: avlonitis@aub.gr**)

7) In order to join an academic association, how important are for you the following services/attributes: (1: Low importance, 7: High importance)

N = 253

Conference(s)	6.07
Journal(s)	5.58
Networking	5.27
Membership fee	4.52
Web presence	4.09
Other publications (e.g. newsletter)	3.52

B) SERVICES AND PRIORITIES

8) How many EMAC conferences have you attended so far?

N = 252

1-2	108	42.4%
3-5	75	29.4%
6-10	35	13.7%
More than 10	34	13.3%

9) How often do you attend EMAC conferences?

N = 246

Every year	108	42.4%
Every 2 years	75	29.4%
Every 3 years	24	9.4%
Every 4 years	5	2.0%
Less often	34	13.3%

10) Which of the following conference(s) have you attended?

N = 253

2007: Reykjavik, Iceland	195	76.5%
2006: Athens, Greece	119	46.7%

2005: Milan, Italy	101	39.6%
2004: Murcia, Spain	93	36.5%
2003: Glasgow, Scotland, UK	58	22.7%
2002: Braga, Portugal	68	26.7%
2001: Bergen, Norway	59	23.1%
2000: Rotterdam, The Netherlands	60	23.5%
1999: Berlin, Germany	54	21.2%
1998: Stockholm, Sweden	46	18%
None of the above (previous conferences)	11	4.3%

11) In what kind of role(s) have you participated in the EMAC conference(s)?

(more than one option can be selected)

N = 250

Paper presentation (author)	228	89.%
Paper review process (reviewer)	141	55.%
Session chair	94	36.%
Simple attendance	60	23.5%
Presentation of doctoral dissertation (colloquium)	44	17.%
Track chair/co-chair	44	17.%
Conference organization (organizing committee)	31	12.16%

12) In the years in which you do not participate in the annual conference, do you let your membership lapse?

N = 225

Yes	76	29.8%
No	102	40%
Sometimes	47	18.4%

13) Please indicate your level of satisfaction with the EMAC annual conference(s) concerning the attributes below:

(1: Low satisfaction, 7: High satisfaction)

N = 248

Rotation of the host countries/cities	6.04
Optimal duration	5.78
Diversity of session topics	5.41
Networking opportunities	5.30
Period that it takes place (last week of May)	5.18
Social events	5.06
Quality of sessions	4.65
Fruitful academic debate	4.55
Reviewing process	4.30
Value-for-money	4.23

14) Please indicate your level of agreement or disagreement with the following sentences concerning EMAC conference(s):

(1: Totally disagree, 7: Totally agree)

N = 244

It gives particular insight in academic research in marketing	4.89
Thanks to it, I have established contacts with well-respected academics	4.86
It produces new knowledge for the marketing discipline	4.45
It has largely influenced my research efforts	3.86

15) Please provide us with any suggestions/comments on how EMAC conferences can be improved:

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16) Please indicate your level of agreement or disagreement regarding the following sentences pertaining to the readership of the International Journal of Research in Marketing (IJRM), the official journal of EMAC:

(1: Totally disagree, 7: Totally agree)

N = 247

I only read specific articles of my interest	5.73
I go through a quick scanning to have an overall impression of the topics covered	5.20
It is one of my favorite journals	4.11
I use it frequently as a reference in my research work	4.11
I usually recommend specific articles to colleagues	3.66
It provides me with useful information for marketing teaching	2.88
I always try to read the whole issue	2.45

17) Please indicate your level of agreement or disagreement with the following sentences pertaining to certain attributes of the IJRM:

(1: Totally disagree, 7: Totally agree)

N = 231

The journal has highly qualified reviewers	5.56
The journal has a good overall reputation (prestige)	5.32
Publications in the IJRM have a high impact on career development	5.08
The review process is constructive	5.04
The journal has a diverse readership	4.49
The journal is my first choice in submitting my best work	2.96

**18) Please indicate your level of agreement or disagreement with the following statements referring to the published work in the IJRM:
(1: Totally disagree, 7: Totally agree)**

N = 235

The published papers in the IJRM are more focused on quantitative / econometric modelling	5.45
The quality of the published papers is consistently high	5.03
The published papers in the IJRM reflect the diversity of European marketing research	4.20
European-based research in marketing is mostly represented in the IJRM	3.88
The published papers in the IJRM address issues that are of current concern to business practice	3.87
The published papers in the IJRM provide insight into the practice of marketing	3.58
The published papers in the IJRM are relevant to managers	3.37
The published papers in the IJRM reflect a balance between qualitative and quantitative marketing research methods	3.34
The published papers in the IJRM are more focused on qualitative marketing research methods	2.30

19) Please provide us with any suggestions/comments on how the IJRM can be improved?

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20) Do you read the <u>other publications of EMAC</u>?		Yes <i>(please proceed to the question n.21)</i>	No <i>(please proceed to the question n.22)</i>
Chronicle	N = 243	87 / 34.1%	156 / 61.2%
Newspage	N= 242	81 / 31.8%	161 / 63.1%

21) Please assess your level of satisfaction with the characteristics presented in the next table in relation to the <u>Chronicle and the Newspaper</u> (1: Low satisfaction, 7: High satisfaction)	Chronicle N = 83	Newspaper N = 70
Structure	4.99	4.87
Layout	4.78	4.78
Material/content	4.73	4.93
Open to members' articles	4.44	4.28
Informative character (general)	4.99	5.06
Informative character (covering European academic issues)	4.68	5.00
Educational character (producing knowledge/special themes)	3.48	3.78

22) I prefer receiving:	by mail only	online only	both formats
IJRM N= 232	53 / 20.8%	37 / 14.5%	142 / 55.7%
Chronicle N= 195	40 / 15.7%	110 / 43.1%	45 / 17.6%
Newspaper N= 198	31 / 12.2%	133 / 52.2%	34 / 13.3%

23) Please provide us with any suggestions/comments on <u>how the Chronicle and the Newspaper can be improved?</u>

24) Do you <u>visit the EMAC website?</u>	
N = 245	
Yes (please proceed to the question n.25)	141 / 55.3%
No (please proceed to the question n.26)	104 / 40.8%

25) Please indicate your level of agreement or disagreement regarding the following sentences referring to the EMAC website:

(1: Totally disagree, 7: Totally agree)

N = 140

EMAC members should be able to download EMAC annual conference proceedings from the web site	6.47
It contains all the necessary information (usefulness)	5.21
Online job market is a very crucial part of the EMAC web presence	5.17
The information provided is easily accessible (ease of use)	5.16
It is always updated	4.78
I would like a web forum to be hosted in the same page since it will give me the opportunity to exchange ideas with other members	3.81
I would like to see the latest ICT (information communication technologies) applied to the site (e.g. blogs, wiki etc.)	3.76
It is considered to be the main communication channel among members	3.65

26) Please provide us with any suggestions/comments on how the EMAC website can be improved?

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27) Have you been informed about the teaching portal of EMAC?

N = 247

Yes	75 / 29.4%
No	172 / 67.5%

28) Have you ever used the teaching portal of EMAC?

N = 250

Yes (please proceed to the question n.29)	18 / 7.06%
No (please proceed to the question n.30)	232 / 90.98%

**29) Please indicate your level of satisfaction with the following attributes pertaining to the teaching portal of EMAC:
(1: Low satisfaction, 7: High satisfaction)**

N = 18

Structure	4.17
Layout	4.06
Ease of use	3.89
Level of participation/interest among EMAC members	2.79
Sharing of teaching practice	2.71
Enhancement of teaching resources (syllabi, teaching materials, simulations etc.)	2.65

30) Please provide us with any suggestions/comments on how the teaching portal of EMAC can be improved?

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31) Please indicate your level of agreement or disagreement with the following sentences: (1: Totally disagree, 7: Totally agree)

N = 242

EMAC should encourage/sponsor marketing practices (e.g. ISMS practice prize)	5.14
Championing stronger relationships with practitioner-focused organizations (e.g. joint symposiums) would benefit EMAC	5.07
It would be useful if more practitioners joined our academy	5.00
The attendance of EMAC conferences by a greater number of practitioners would be of mutual benefit for industry and academia	4.95
EMAC communicates a positive perception of marketing to the public/industry	4.64
It would be interesting to attend more practitioners' lectures in EMAC conferences	4.56
EMAC strengthens the academy-industry relationships	3.75

32) How important would you consider the <u>establishment of closer links of EMAC with the following associations?</u> (1: Low importance, 7: High importance) N = 228	
Other academies/association in North America	5.33
Practitioners' associations (e.g. EMC, ESOMAR, MSI)	5.22
Academies in the Eurozone	4.96
Academies/associations in the transitional economies (in Europe)	4.74
Other academies/associations in Australia / New Zealand	4.67
Other academies/associations in Asia	4.46
Other academies/associations in South America	4.08
Other academies/associations in Africa	3.73

33) In general, how satisfied are you with <u>your experience as an EMAC member regarding:</u> (1: Low satisfaction, 7: High satisfaction)		
Annual conference	N = 243	5.65
IJRM	N = 234	4.89
Networking	N = 192	4.83
Website	N = 193	4.57
Chronicle	N = 161	4.23
Newspage	N = 164	4.21
Membership fee	N = 227	3.98
Teaching Portal	N = 104	3.09

34) How would you rate your <u>overall experience</u> with EMAC (1: Poor, 7: Excellent)? N = 246	5.40
35) Please indicate how likely it is for you to <u>renew your membership</u> for 2009? (1: Very unlikely, 7: Very likely) N = 246	5.83

<p>36) Please indicate how likely it is to <u>recommend EMAC membership to third parties</u> (1: Very unlikely, 7: Very likely)?</p> <p>N = 246</p>	<p>5.35</p>
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C) FURTHER COMMENTS

<p>37) What would be your recommendations to better serve EMAC membership (please mention only up to three propositions)?</p>

D) DEMOGRAPHICS

<p>38) Gender:</p> <p>N = 255</p>	
Male	158 / 62%
Female	97 / 38%

<p>39) Age:</p> <p>N = 247</p> <p>In general, 4 distinct groups:</p> <ul style="list-style-type: none"> - 30 or less → 16.6% - 31 – 40 → 34.4% - 41 – 50 → 27.5% - More than 50 → 21.5% <p>More specifically:</p>

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24	1	,4	,4	,4
	25	1	,4	,4	,8
	26	4	1,6	1,6	2,4
	27	5	2,0	2,0	4,5
	28	5	2,0	2,0	6,5
	29	13	5,1	5,3	11,7
	30	12	4,7	4,9	16,6
	31	10	3,9	4,0	20,6
	32	7	2,7	2,8	23,5
	33	9	3,5	3,6	27,1
	34	12	4,7	4,9	32,0
	35	9	3,5	3,6	35,6
	36	8	3,1	3,2	38,9
	37	7	2,7	2,8	41,7
	38	9	3,5	3,6	45,3
	39	8	3,1	3,2	48,6
	40	6	2,4	2,4	51,0
	41	13	5,1	5,3	56,3
	42	9	3,5	3,6	59,9
	43	7	2,7	2,8	62,8
	44	7	2,7	2,8	65,6
	45	6	2,4	2,4	68,0
	46	4	1,6	1,6	69,6
	47	4	1,6	1,6	71,3
	48	8	3,1	3,2	74,5
	49	5	2,0	2,0	76,5
	50	5	2,0	2,0	78,5
	51	2	,8	,8	79,4
	52	3	1,2	1,2	80,6
	53	3	1,2	1,2	81,8
	54	3	1,2	1,2	83,0
	55	4	1,6	1,6	84,6
	56	4	1,6	1,6	86,2
	57	3	1,2	1,2	87,4
	58	4	1,6	1,6	89,1
	59	6	2,4	2,4	91,5
	60	3	1,2	1,2	92,7
	61	3	1,2	1,2	93,9
	62	6	2,4	2,4	96,4
	63	1	,4	,4	96,8
	64	1	,4	,4	97,2
	65	3	1,2	1,2	98,4
	67	2	,8	,8	99,2
	68	1	,4	,4	99,6
	72	1	,4	,4	100,0
	Total	247	96,9	100,0	
Missing	System	8	3,1		
Total		255	100,0		

40) Country of residence/work:**N = 255**

	Frequency	Percent	Cumulative Percent
Australia	8	3,14%	3,14%
Austria	10	3,92%	7,06%
Belgium	6	2,35%	9,41%
Brasil	2	0,78%	10,20%
Canada	7	2,75%	12,94%
China	1	0,39%	13,33%
Colombia	1	0,39%	13,73%
Croatia	4	1,57%	15,29%
Cyprus	1	0,39%	15,69%
Denmark	4	1,57%	17,25%
Finland	3	1,18%	18,43%
France	26	10,20%	28,63%
Germany	27	10,59%	39,22%
Greece	21	8,24%	47,45%
Hong Kong	1	0,39%	47,84%
Hungary	2	0,78%	48,63%
Iceland	1	0,39%	49,02%
Ireland	1	0,39%	49,41%
Italy	7	2,75%	52,16%
Japan	3	1,18%	53,33%
Lithuania	1	0,39%	53,73%
Malaysia	1	0,39%	54,12%
Netherlands	22	8,63%	62,75%
New Zealand	2	0,78%	63,53%
Norway	2	0,78%	64,31%
Portugal	9	3,53%	67,84%
Romania	2	0,78%	68,63%
Russia	1	0,39%	69,02%
Slovenia	3	1,18%	70,20%
South Africa	4	1,57%	71,76%
Spain	18	7,06%	78,82%
Switzerland	7	2,75%	81,57%
Turkey	3	1,18%	82,75%
United Arab Emirates	1	0,39%	83,14%
United Kingdom	27	10,59%	93,73%
USA	16	6,27%	100,00%
Total	255	100,00%	

41) Affiliation:	
N = 252	
University	249 / 97.65%
Research center	3 / 1.18%
Industry	0

42) Status/Rank:	
N = 253	
Professor	89 / 34.9%
Associate professor	45 / 17.7%
Assistant professor	69 / 27.55%
Instructor/Lecturer/Adjunct	16 / 6.3%
Retired/Emeritus	2 / 0.8%
PhD candidate	32 / 12.5%
Company executive	0

***Thank you very much for your cooperation
and your valuable feedback!***