



Executive Committee Meeting

Brussels – 24 October 2008

MINUTES

The EMAC President, George Avlonitis, welcomed the attendees and opened the meeting.

Apologies: Gabriele Troilo, Stefan Stremersch, Don Lehman, John Rossiter, Adamantios Diamantopoulos, Luk Warlop, Claudia Acevedo, Andras Bauer, Halldor Engilbertson, John Fahy, Renana Peres, Hirokata Aoki, Kyuang Hoon Kim, Rob Lawson, Sven Haugland, Steven Burgess, Magnus Soderlund, Sabine Einwiller, Zeynep Gurhan-Canli, Michael Saren

AGENDA

1. **Minutes of previous meeting - May 2008, Brussels**
2. **Issues requiring decisions**
 - 2.1. Membership - Institutional membership (*Udo Wagner*)
 - 2.2. Future Conferences: 2011 & 2012 (*Gabriele Troilo & Maja Macovec Brencic & Paolo Rita*)
 - 2.3. Teaching Portal (*Manfred Krafft & Hubert Gatignon*)
 - 2.4. Reviewing Process (*Gabriele Troilo*)
3. **Issues for reporting and updating**
 - 3.1 Publications (*Hubert Gatignon*)
 - 3.2 International Journal of Research in Marketing (*Hubert Gatignon, Stefan Stremersch*)
 - 3.3 EMAC Strategy – *George Avlonitis*
 - 3.4 External Relationships (*Gary Lilien*)
 - McKinsey Proposal
 - Other External Relationships (*Gary Lilien*)
 - 3.5 Financial Report (*Sönke Albers*)
 - 3.6 Conferences
 - Report for Doctoral Colloquium 2009, Nantes (*Tammo Bijmolt*)
 - Report for EMAC 2009 in Audencia, Nantes (*Jean Louis Nicolas*)
 - Report for EMAC 2010 in Copenhagen (*Suzanne Beckmann*)
 - Report from National Representatives (*National Representatives finishing their 3rd year of office*
Suzanne C. Beckman, Denmark; Renana Peres, Israel; Laura Lucia, Spain; Ed Nijssen, The Netherlands; Michael Sarren, U.K.)
 - Report from Maja Makovec Brencic, Slovenia
4. **Any other business**
5. **Date and time of next meetings**
 - Nantes May 26, 2008, 14.00 – 17.00
 - Brussels, October 23, 2009, 10.00 – 16.30

EMAC EXECUTIVE COMMITTEE MEETING – 24 October 2008

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

NATIONAL COORDINATORS

AUSTRALIA	John ROSSITER
AUSTRIA	Adamantios DIAMANTOPOULOS
BELGIUM	Luk WARLOP
BRAZIL	Claudia ACEVEDO
CANADA	Susan REID
CROATIA	Durdana OZRETIC DOSEN
DENMARK	Suzanne C. BECKMANN
FINLAND	Kristian MÖLLER
FRANCE	Wolfgang ULAGA
GERMANY	Manfred KRAFFT
GREECE	Paulina PAPASTATHOPOULOU
HUNGARY	Andras BAUER
ICELAND	Halldor ENGILBERTSSON
IRELAND	John FAHY
ISRAEL	Renana PERES
ITALY	Elisa MONTAGUTI
JAPAN	Hiroataka AOKI
KOREA	Kyuang HOON KIM
NETHERLANDS	Ed NIJSSEN
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
TURKEY	Zeynep GURHAN- CANLI
U.K.	Michael SAREN
U.S.A.	Roland RUST

GUESTS

Conference 2009 – Org Comm	Jean Louis NICOLAS
DC 2009 Chair	Tammo BIJMOLT
Conference Host 2011	Maja MAKOVEC BRENCIC & Tamara KASA - University of Ljubljana, Slovenia
Conference Host 2012	Paolo RITA & Reinaldo PRONÇA – ISCTE, Portugal

Action Points from Meeting

ACTIONS POINTS	WHO	WHEN
MEMBERSHIP		
<i>Special Interest Group – Heads of marketing department</i>	Udo Wagner	For meeting in Nantes
Decision taken to create a special interest group of the Heads of Marketing under V.P. Membership portfolio		
Next meeting: at EMAC 2009 Conference, Nantes		
To create an information package (letter) for national representatives – Udo to ask Graham Hooley		
To ask national representatives to provide a list of heads of marketing department	Nina Payen	Immediate
To encourage members to form other special interest group	Udo Wagner	
To send a note to EMAC members		
EMAC can subsidise to a small extent financially, if necessary,		
To offer a 50% discount on the membership fee for all PhD students	V.P. Conference/V.P. Membership	Immediate
EMAC subsidises the remaining 50%		
To be implemented as of the Nantes Conference		
To inform Conference Host		
To update fee structure for Nantes Conference	Nina Payen	
CONFERENCES		
To avoid conflict of dates with other international marketing conferences, check dates of conference of all ‘competing’ associations	Gabriele Troilo	Before 2009
EMAC V.P. conferences to contact V.P. conferences of these associations		
To send conference guidelines to University of Ljubljana and ISCTE	Gabriele Troilo/ Nina Payen	November
<i>Doctoral Colloquium</i>		
Decision approved to add one additional beginners track at the doctoral colloquium in Nantes	Gabriele Troilo/ Nina Payen	Immediate
Decision taken to cover 1 additional hotel night (3 nights instead of 2) for faculty members		
Gabriele Troilo/ Nina Payen to confirm to Jan Louis Nicolas - Audencia		
<i>Review process</i>		
To improve review process at EMAC conference	Nina Payen	November
To add more co-chairs for big tracks for 2010 conference		
Nina Payen to provide statistics of big tracks to 2010 conference host		

PUBLICATIONS

2nd journal

To prepare a progress report for next Steering Committee

Hubert Gatignon

For Steering Committee meeting – March 6, 2009

Teaching Portal

Teaching Portal project – decision taken to continue

Hubert Gatignon

For Steering Committee meeting – March 6, 2009

As Manfred Krafft will step down, identify an editor and co-editors

Hubert Gatignon to investigate this matter.

EXTERNAL RELATIONS

Sponsorship of Informs Practice Prize

Gary Lilien

Decision to continue to sponsor the Informs Practice Prize

For Steering Committee meeting – March 6, 2009

Gary Lilien to negotiate a reduction in the amount

To implement a ‘Distinguished Marketer of the Year Award’

Gary Lilien

Gary will explore the feasibility and to put down some ideas/guidelines

For Steering Committee meeting – March 6, 2009

MINUTES

The President George Avlonitis opened the meeting. .

He welcomed the new members on board the Executive Committee - Roland Rust - U.S.A, Susan Reid – Canada, Durdana Ozretic-Dose – Croatia, Wolfgang Ulaga – France, Kristian Möller – Finland.

He thanked the members who have left the committee for their involvement and contribution in EMAC.

1. Minutes of previous meeting - October 2007 Brussels

No comments were made. The minutes were approved.

Annex 1: Minutes of Executive Committee Meeting – May 2008 - Brighton

2. Issues requiring decisions

2.1. Membership – Institutional Membership

Udo Wagner, V.P. Membership reported on the membership situation. He explained that the Steering Committee, which met on the 23 October 2008, discussed the proposal on institutional membership based on the report he provided for the May Executive Committee in Brighton and the report of the Heads of marketing meeting which also met for the first time in Brighton. After a thorough discussion, the members of the Steering Committee proposed the creation of a special interest group of Heads of Marketing. This group will meet each year at the annual conference. Udo put this proposal for vote to the members of the Executive Committee. The proposal was unanimously approved.

Udo Wagner was pleased to report on the increase in 2008 membership. EMAC has achieved this year more than 1000 members. Currently EMAC counts 1013 members.

However he mentioned that due to the drop in attendance at the Brighton conference, EMAC should expect a decrease in membership for 2009. Consequently there is a need to boost up membership for next year in order to maintain the 1000 members.

This question was debated at the Steering Committee and a suggestion was made to offer a 50% discount on membership fee for PhD students, this in an effort to stimulate further membership and also to bring more new young members to EMAC. This proposal was put to vote. The proposal on the 50% discount on the membership fee for PhD students was approved and it was decided to implement it as of the Nantes Conference. The discount will take effect for 2010 membership.

Paulina Papastathopoulou raised the question on the decline in membership in some countries. Kristian Möller, national representative for Finland indicated that even if in some countries membership has shown some decline, yet overall membership in EMAC is growing. He explained that the decline in membership in Scandinavian countries, mainly in Sweden can be explained by the fact that the mainstream in Sweden is more business focused; consequently this audience is not attracted by the EMAC conference which is perceived as based more on mathematical, qualitative approach and also more Consumer Behaviour. Hence there is a discrepancy between the business network approach and the EMAC more statistical, methodological and quantitative approach. The Scandinavian would prefer to go to more specialized conferences. It would be difficult for EMAC to compete with these specialized conferences.

Tammo Bijmolt mentioned that EMAC needs to send more reminders for membership renewal and do more CRM to maintain membership. National Representatives need to do more PR. It was mentioned that as per a decision of the Executive Committee in October 2007, reminders for renewal of membership are sent twice a month as from November of the year.

To better communicate and promote the Special Interest Group (SIG) of the Heads of Marketing it was suggested that EMAC produces an information package. This would be a useful tool for the national representatives. Udo Wagner and Graham Hooley who chaired the Heads of marketing group meeting in Brighton will prepare this information package.

Sönke Albers also mentioned that EMAC members should be encouraged to form other SIGs. It was decided at the Steering Committee to support the creation of other SIGs; EMAC can subsidise SIGs financially to a small extent, if necessary. Udo Wagner will make a call to members on that subject.

Annex 2a: Membership Situation

Annex 2b: Report on membership – Udo Wagner

2.2 Future Conferences

2011 EMAC Conference – University of Ljubljana

Proposed dates of conference: 24 – 27 May 2011

Maja Makovec Brencic and Tamara Kase from the University of Ljubljana, Slovenia presented the University of Ljubljana candidacy for hosting the EMAC 2011 conference. Maja gave an overview of Slovenia and its capital Ljubljana as the heart of Europe where East and West meets. Maja presented some key facts on the university. The university was established in 1919 and now counts 47000 students enrolled in 1130 undergraduate and 110 post graduates programmes. The faculty of economics is the largest member of the university.

The University of Ljubljana has some solid experience in organizing conferences. It has an ambitious marketing departments and highly motivated people committed to organize the event at the highest level. The organizing team for the EMAC Conference will consist of Maja Makovec Brencic as Conference chair, members of the FELU, Department of Marketing and the employees at the FELU, Marketing and Sales office. The University of Ljubljana benefits from good accessibility; it is well equipped and has modern facilities and infrastructure. Ljubljana is an exciting, lively and interesting place to visit.

Hubert Gatignon, V.P Publications requested some information on the conference organizing committee in general. The conference organizing committee consists of a mixed of academics who mainly work on the academic programme and administrative staff who look into the logistics aspect.

For sponsorship, Maja indicated that the University of Ljubljana is very much linked to the business community and she is counting on these links for sponsorship.

The question of accommodation and easiness of access was also raised. A potential problem might be with the hotels being quite spread out in Ljubljana. Maja explained that to avoid this problem, hotel accommodation has to be booked well in advance, then most hotel rooms would be in the city which is only 20 minutes by bus from the city centre to the university. However if this is not possible, then hotel accommodation will be reserved in the suburbs of Ljubljana and shuttle to/from university will be organized.

Tammo Bijmolt pointed out that organising the EMAC Conference in Ljubljana might be a way of increasing membership from Eastern European countries.

The candidacy of the University of Ljubljana was put to vote and it was unanimously approved.

2012 EMAC Conference – ISCTE Portugal

Proposed dates of conference: May 22 – 25, 2012

Paolo Rita and Reinaldo Proença from ISCTE, Portugal presented the candidacy of ISCTE to host the 2012 EMAC Conference.

He presented the Organising committee and the advisory board. The conference chairs will be Paolo Rita and Reinaldo Proença, faculty members of the marketing department. There will also be an international advisory board. The ISCTE Marketing team comprises 14 faculty members, 9 of which are PhD holders.

The ISCTE is the only Portuguese University providing a full three cycle package of programmes in Marketing within the Bologna Agreement:

1. BA in Marketing
2. MBA/MSc in Marketing
3. PhD in Marketing

ISCTE – Instituto Superior de Ciências do Trabalho e da Empresa – is a public university with approximately 7000 students, 400 teachers, and 200 employees. It is closely linked with the business. The business community continues to play an important role in the School's activities; this community has provided valuable financial support to the School.

ISCTE is strategically located in the centre of Lisbon with an easy and fast access to any part of Lisbon. Within a short walking distance there is a wide choice of hotels, restaurants and shops,

Paolo gave an overview of the proposed social programme

All details can be found in Annex 3b

The candidacy was put to vote and it was unanimously accepted

Followed a discussion on the dates of the EMAC conference in general. Some points were highlighted:

- EMAC needs to make sure that the dates of the conference do not conflict with other major 'competing' associations
- EMAC needs to be proactive in the publishing of the conference dates.

Gary Lilien indicated that as all associations have a V.P. Conferences it would be useful for Gabriele Troilo as EMAC V.P. conference to contact these V.P.s. to check the dates of their conferences.

- It was also mentioned that the 3rd week of May where EMAC conference is usually held might not be optimal dates due to exams period. The first week of June could be an alternative. However this might be too close to the Marketing Science conference.

However it was brought to attention that with its actual scheduling - 3rd week of May - the EMAC conference attendance has been growing over the last years; this seems to indicate that there is for the moment no urgency to schedule the conference at some other dates.

2.3 Teaching Portal

Manfred Krafft reported on the Teaching Portal. The portal is now back online and is working. So far all abstracts and working papers of the 36th EMAC Conference in Reykjavik and the 37th EMAC Conference in Brighton have been uploaded. Furthermore the structure of the Teaching Portal has been enhanced to give users the possibility to familiarise with its functionalities quickly. As already announced at the last meeting in Brighton, Manfred Krafft reiterated the wish to step down as responsible Editor-in-chief of the Portal. However he proposed to continue to run and host the Portal and keep it updated (e.g. by integrating new proceedings papers in 2009 and later) if EMAC commits to cover the cost of student assistants needed for this task.

He also emphasised some of the issues that need to be taken into consideration:

- Develop incentives for Area Editors (and the Editor-in-chief) to develop rich content for the areas and to give merit for what they do for EMAC.
- The need to rename the Teaching Portal, to find an attractive name that will help to further promote this facility among members and non-members of EMAC.

Several points were raised:

- The need to find a successor to take the responsibility of the Teaching Portal. EMAC needs to have a product champion.
- Why and how to use the teaching portal? Hubert Gatignon explained that the portal is a repository of conference proceedings that EMAC members can access.
- The teaching portal can be a networking tool a platform to interact with the community.
- There are too many entry points to access the EMAC material: EMAC website, the Teaching Portal, IJRM. Users should have one entry point. There is a need for better coordination, like to have only one password.
- One main issue to give to members reasons (benefits) to use the portal. The portal can be a key benefit for membership; it can be a platform where members stay connected.
- Recognize the work and contribution of editors and area editors
- Develop opportunities to have more material of different nature, other than only the EMAC Conference proceedings on the portal
- In the conference proceedings the name of authors do not appear on the papers; however it is important that all papers on the teaching portal should have a front page with the author's name.
- The EMAC survey showed that EMAC members do not know about the Teaching Portal; hence more visibility should be given to the portal for example launch a communication campaign. Hubert Gatignon mentioned that the teaching portal is still in its development phase and hence it might be more appropriate to do a slow diffusion process until the product is ready.

After some discussion Hubert Gatignon proposed to look for an editor and area editors. This would require the full support of the Executive Committee members. There should be an agreement on the concept that the Teaching portal is a project that EMAC wants to pursue.

This proposal was accepted by all members.

Manfred concluded on this subject mentioning that he and his team are willing to support the portal by continuing the technical side; however he would need some financial support. This was also approved.

Annex 4: Teaching Portal

2.4 Reviewing Process

In absence of Gabriele Troilo, V.P. Conferences, George Avlonitis presented the report produced by Gabriele. He stressed out that the reviewing process has been an issue recurring for many years. This also came out in the survey. Some situation is not acceptable, for example a paper not accepted at the EMAC conference but won the best paper award at IJRM. The review process should be reliable.

Some improvements have already be implemented for the 2009 conference:

- the track chairs to be more responsible for the reviewers. They need not only to supplement the list that are provided, but also to delete reviewers whom they do not consider as good.
- when there is a conflict between 2 reviewers, it is the responsibility of the track chair to do a third review.

For 2010 conference:

- involve more co-chairs for big tracks. Nina will provide Suzanne with some statistics.

It is urgent that the process should be thoroughly reviewed in the future.

Some other issues were highlighted and which should be taken into account for the future:

- have fewer reviewers in total, but more papers for review per reviewer, for example 5-6 papers per reviewer.
- Currently authors once they have submitted their papers cannot make nay changes. The question was whether it would be a possibility to allow authors to make changes to their paper after the reviewers' feedback for example, implement a 'conditionally accepted' and then 'final paper accepted'. There would be manpower and logistics problem if this is to be implemented.
- Possibility of a shorter abstract (instead the 5 page currently in place)
- Track chairs to scale/rate the reviewers in order to produce a list of reliable reviewers.

The reviewing process will be a point on the agenda for the next meeting.

3. Issues for reporting and updating

3.1 Publications

Hubert Gatignon, V.P. Publications reported on various points in his portfolio.

New Editor Search Committee

As V.P. Publications, Hubert Gatignon explained that the term of office for IJRM editor will end by December 2009. Both editors Stefan Stremersch and Donald Lehmann has expressed their wish to step down as IJRM editors. Hubert Gatignon will constitute a committee for editorial search for IJRM.

Below is his proposal:

Composition of Committee for Editorial Search for IJRM

Hubert Gatignon (Chair)
Jan Benedict Steenkamp
Bruce Hardie

The Steering Committee has approved this proposal.

The Jan-Benedict E.M. Steenkamp Award for Long Term Impact

Hubert was pleased to announce a new initiative launched by IJRM and EMAC. The *International Journal of Research in Marketing (IJRM)* and the *European Marketing Academy (EMAC)* are proud to announce the establishment of the IJRM long term impact award starting 2009, named "*The Jan-Benedict E.M. Steenkamp Award for Long Term Impact*". The award will be given annually to papers published in IJRM that are perceived to have made a long term impact on the field of marketing.

(Annex 5 – IJRM Long Term Impact Award)

EMAC 2nd Journal

At the last Executive Committee meeting Hubert Gatignon was requested to form a small committee to examine the feasibility of a 2nd EMAC journal with proposed composition to be approved by the Steering Committee.

Here below is his proposal:

Composition of Committee for Assessing Potential of Second EMAC Journal

Names proposed to be part of the committee:

Hubert Gatignon (Chair)
Lutz Hildebrandt
Gilles Laurent
Ed Nijssen
John Saunders
Berend Wierenga

According to the conclusions in the minutes of the Executive Committee of May 27, 2008, the task of the committee is to analyze the feasibility and to develop a feasible business plan that would reflect the principles which have been agreed and which are (1) a positioning separate from IJRM to avoid cannibalization, (2) a high quality journal as reflected by positioning and editorial choice processes (including reviewing processes), (3) under the umbrella responsibility of the V.P. Publications and (4) not part of the EMAC membership at the current price of membership. The Committee will be asked to submit the conclusions and proposal for a final GO/NO GO decision to be made by the Executive Committee of May 2009.

The Steering Committee has approved the composition of this committee. One remark was made regarding the fact that some members of this committee are area editors of IJRM and hence may impact the outcome of the plan. Hubert Gatignon explained that the main criterion used to choose the members in this committee was based on people who not only have experience in publishing but also experience in EMAC.

3.3 EMAC Strategy

George Avlonitis presented his strategic report. Based on the outcome of the survey and the examination of best practices of other top academic bodies in the marketing field, the strategic report aimed at suggesting some actions that need to be taken over the next 3 to 5 years in 3 basic areas – conferences, publications and other services

Conferences

George gave a brief on the outcome of Heads of Marketing Department meeting which took place in Brighton at the last EMAC conference. Based on the ideas and suggestions, a proposal was made to create a special interest group for the Heads of Marketing

The initiative is considered as a real value for EMAC. It also constitutes an attractive membership benefit and would be a ‘winner’ initiative.

In that respect EMAC needs a person to champion this initiative. As this falls under the membership portfolio, the V.P. Membership would take this responsibility. A letter will be sent out to all EMAC members explaining this initiative.

Improve networking opportunities

The amelioration of networking opportunities should constitute one of the top priorities in EMAC strategy. It would improve the value for money of the EMAC Conference.

Job market

For the last 2 years EMAC has organised a job market at the annual conference. This has been done in an informal way. However EMAC has a process in place, but after a short discussion on this subject it is agreed to continue this initiative on the informal basis – as it is now currently done. More promotion needs to be done to enhance the visibility of the jobmarket among EMAC members.

Social events

Social event at the conference is signalled as an important factor influencing members’ satisfaction. Social events lead to more networking opportunities. However it is important to note that organising social events is quite expensive; conference host should secure sponsorship.

Awards - Distinguished Marketer of the Year

A new initiative was proposed - create a ‘Distinguished Marketer of the Year to be presented at the annual conference. Gary Lilien will look into this idea and its implementation. He will put down some ideas/guidelines.

Followed a discussion on the awards ceremony at the conference. Kristian Möller mentioned that the award giving ceremony should be better scheduled in order not to spoil the networking. Some suggestions were made:

- schedule the awards ceremony at the end of the dinner.
- Plan a award giving ceremony coupled with a key-note address – prior to the start of the dinner

Bringing a business perspective to the conference

The aim is to bring in a business flavour to the conference. George mentioned that welcoming some businessmen in EMAC, for example organise panel sessions with some well known CEOs at the annual conference would be interesting and valuable. Other suggestion is to organise special sessions/debate with marketing professionals. This would be left to the responsibility of the EMAC V.P. Conferences and the conference host.

Publications

2nd EMAC Journal

As already explained by Hubert Gatignon V.P. Publications, he will form a committee to examine

the feasibility of a 2nd journal.

Newsletter

The newsletter has been upgraded in terms of structure and information.

Chronicle

József Berács has agreed to remain Editor of the Chronicle for one more year. The Chronicle has been improved in its structure and content, incorporating among other things an interesting 'Thought Leaders' section.

Website & Teaching Portal

The Teaching Portal should be more visible and useful to EMAC members. Hubert Gatignon will make some suggestions to improve the visibility of the teaching portal.

The website has an impact on the general satisfaction of EMAC members, hence there is a need to improve its functionality and usefulness.

If all these ideas are implemented, EMAC would have improved its service to the members.

Annex 6: Strategy Report

3.4 External Relations

Gary Lilien, V.P. External Relations was pleased to report on the different external relations initiatives.

Link with the Australia-New Zealand Marketing Academy (ANZMAC).

The next BIGMAC should run at the 2010 EMAC conference.

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

EMAC is a formal sponsor of the ISMS practice prize and plays an active role in the competition. DVDs are available to members at a discounted price as a benefit. A special session is organised at the EMAC conference. However there will not be a Practice Prize session at the Nantes Conference in 2009. Gary raised the question whether EMAC should continue to sponsor the Practice Prize. He thinks that this sponsorship is useful to EMAC and is a benefit to the members. He reminded that the sponsorship costs 5000 Euros to EMAC. He asked executive Committee to send him any feedback on this subject. After a brief discussion it was agreed to continue the sponsorship, but to look into the possibility of decreasing the cost of the sponsorship.

Active Linkages

Little progress has been made on this initiative. No members have come forward with suggestions.

EMAC-McKinsey Best Marketing Dissertation Award.

Gary Lilien explained the EMAC McKinsey Marketing Dissertation award. This initiative took place early this year, with a meeting organised with the McKinsey people in Brighton in May. After discussions with McKinsey and EMAC and in order to move forward and not to lose a year, the EMAC McKinsey Marketing Dissertation award was launched in September. The Jury of the award will be chaired by the EMAC VP Publications and is composed of two EMAC members Gary Lilien and Gilles Laurent and two McKinsey representatives. The main rules for the award have been set, but the details will get more specific, once the process is underway.

The EMAC McKinsey Marketing Dissertation award is a good way to attract PhD students to

EMAC.

Annex 7: Report on External Relations

3.5 Financial Report

Sönke Albers, EMAC Treasurer, reported on the EMAC financial situation. EMAC is in a healthy financial situation. EMAC may want to invest more for its members. . However he reminded that the surplus may be close to zero for next year. There are some high expenses, for example the Chronicle. EMAC is still in a safe situation.

Sönke asked about the contribution from the EMAC 2008 conference host. This was not levied for the last 3 years on the basis that the conference fee is reduced. Jozsef Beracs has contacted Brighton for the possibility of a contribution.

Gary Lilien mentioned that EMAC is a non-for-profit organisation. EMAC needs to make sure not to spend more than it has, but should make good use of the funds.

All members agree to the interim accounts.

Annex 8: Financial Situation

3.6 Conferences

Report on the Doctoral Colloquium 2009 in Nantes

Tammo Bijmolt, Doctoral Colloquium Chair reported on the 2009 Doctoral Colloquium in Nantes. He mentioned that the objective is the same as the 2008 DC. For 2009 he is proposing

- 2 Beginners' tracks of 12 students per track
- 3 advanced tracks with 8 students per track. - 1 student less compared to 2008.
- plenary session for all students (advanced and beginners tracks)
- conference host to cover 1 additional hotel night for the faculty members (3 nights instead of 2 nights)

Suzanne Beckmann asked whether it would not be interesting to add 1 more track due to the increase number of applications for the Doctoral colloquium. Followed a discussion on the possibility of accepting more students in the Doctoral Colloquium. Some suggestions were made:

- Accepting students as observers – that is they 'observe/listen' and cannot really participate. The danger is when these observers do not obey the rule
- Accepting students as 'auditors – this would apply for students who are too early to present.

It was then decided to add one more beginners' track.

It was also approved to cover one additional hotel night for the faculty members.

Annex 9a: Report on Doctoral Colloquium 2008

Annex 9b: Proposal for Doctoral Colloquium 2009

Report on the 2009 EMAC Conference in Nantes

Jean Louis Nicolas briefly reported on the progress of the conference

- Communication campaign has been done and promotion for the conference is done on a regular basis.
- Social events – opening ceremony, gala dinner have been arranged.

Jean Louis mentioned that is currently looking into the possibility of organizing a social

event with the support of sponsor

Ed Nijssen mentioned if another social event is organized, it should be done in a different character, for example a content related 'get-together'.

- Jean Louis Nicolas presented the budget and explained that as it stands the budget is not balanced as sponsorship has not yet been included. It was pointed out that there is a high cost related to speakers cost. George Avlonitis reminded that all speakers pay their conference fee and do not receive a fee.
- On the logistics side, shuttle bus will be organized for the gala dinner and also to/from the conference venue. He mentioned that the Nantes is well served with a good tramway service - from the city center to the school.

Another point was raised:

- organise a panel session with business people. Topic could be related to the financial crisis –for example 'Impact of the world crisis on marketing'. Hubert Gatignon and Gary Lilien will explore this idea and work on it together with the conference host. Jean Louis mentioned that he is already planning a session with some well known business people – CEO of Danone.

Annex 10: Report on EMAC 2009 conference - Nantes

Report on the 2010 EMAC Conference in Copenhagen

Suzanne C. Beckmann reported on the 2010 conference. Due to the time constraints, she referred to the report she has prepared for the meeting. All information can be found in the report. She is currently working on the budget.

Preparations for the EMAC 2010 are well under way. The organization committee has been established and a number of matters are already dealt with (see "Done" list below).

The conference theme will be: "The six senses – the essentials of marketing!"

There will be a one-day ConNecs 2 conference on Neuroscience which will be held as an EMAC pre-conference on June 1, 2010.

Many actions have already been done (Done list)

- Contract signed between EMAC and CBS
- Contract signed between convention office and CBS
- Barter contract signed between CBS and Scandinavian Airlines (the official carrier)
- Get-together Tuesday June 1, 2010 at Copenhagen City Hall (invitation by Mayor)
- Conference dinner location reserved (Statens Museum for Kunst)
- Session and meeting rooms reserved at two buildings of CBS (Solbjerg Plads for the conference, Kilen for the Doctoral Colloquium)
- Hotel reservations (all close to metro stations, 3 day ticket will be provided)
- CBS task force (technical matters), team member responsibilities & conference secretary established

The following points are currently in progress

- Budget
- Contract between EIASM/EMAC and CBS concerning domain name, conference registration and paper handling
- Acquisition of sponsorships
- Applications for funding
- Website and promotion material design

- Special 35th anniversary event
- Track chairs
- Catering
- Miscellaneous

Annex 11: Report on EMAC 2010 Conference – Copenhagen

3.7 Elections 2008

József Berács announced the results of the 2008 Elections.

1 new country has joined the Executive Committee- Croatia

Vice- President

External Relations	Gary Lilien
Membership	Udo Wagner
Publications	Hubert Gatignon

National Coordinators

Austria	Adamantios Diamantopoulos
Belgium	Luk Warlop
Brazil	Claudia Acevedo
Canada	Susan Reid
Croatia	Durdana Ozretic Dosen (New country)
Finland	Kristian Möller
France	Wolfgang Ulaga
Germany	Manfred Krafft
Japan	Hirotaoka Aoki
New Zealand	Rob Lawson
U.S.A.	Roland Rust

3.8 Reports from National Coordinators

Report from Laura Lucia – Spain

In her 3 years as national representative for Spain Laura Lucia has kept contact with the marketing academics - members or not of EMAC. Her main objective has been to enhance the visibility of EMAC in the different schools but also at the main Spanish Marketing Association. The idea is to let all members of the Spanish Marketing Association know about the EMAC and its activities with the aim of attracting new members and promoting a continued interest in EMAC. Laura has contributed to the different activities of EMAC – Chronicle, Newspaper. During these years, Spain have regained, and even surpassed, the number of members prior to 2006. Spanish membership has increased from 34 in 2006 (the year of change) to 73 in 2007 and 78 in 2008. (in 2005 there were 76).

Report from Suzanne Beckmann – Denmark

There are not many active marketing departments. There are only three “real” marketing departments - at Copenhagen Business School, The Aarhus School of Business and the University of Southern Denmark. Marketing academics in the Aarhus department of marketing have always only occasionally attended the EMAC conference. In Odense despite many efforts they never

considered EMAC as a relevant forum due to their focus on interpretive research inspired by humanities. The other strong group is business oriented and affiliated with, among others, EAIB, while the rest is into Danish matters.

At the Department of Marketing at Copenhagen Business School there are the following groups: consumer behaviour research, marketing communications, brand management, B2B, retail studies and complaint management. The business school in general is strongly involved with Danish business, and hence do not lend themselves to international presentation. Hence, attendance at EMAC has been somewhat arbitrary and fluctuating

Suzanne mentioned that bringing the EMAC conference in Copenhagen will increase membership from Denmark.

Report from Ed Nijssen – The Netherlands

Ed Nijssen indicated that the EMAC membership situation in the Netherlands has been stable, except for a sharp drop in the transition year when EMAC changed to a system of linking membership to EMAC registration. Since then membership has increased slightly to approximately 75. The Dutch membership situation is dependent on EMAC conference attendance. EMAC also seems very popular with new PhD students. In 2007 12 students attended the Doctoral colloquium.

Ed made some suggestions for the new country coordinator

- stimulate EMAC membership by promoting attendance and complementing mail/emails from EIASM and the EMAC conference organizing university.
- enhance participation of the PhD students
- promote EMAC during the different research meetings with international visitors that most departments organize annually.

Ed mentioned that he has enjoyed being on board the executive committee. He explained that overtime he has a better idea of what national representative should do. He stressed the fact that national representatives should be more integrated in the 'production body' of EMAC. This may be taken as a point in the organisational side of the EMAC strategy.

Report from Maja Makovec Brencic - Slovenia

Maja reported briefly on the situation of Slovenia. The marketing academia in Slovenia is relatively small: in both Universities (Ljubljana and Maribor) and other private institutions not more than 35 academics are actively involved in academic research.

The membership situation in years 2005-2008 has increased from 3 in 2005 to 6 in 2008 (May figures)

Several promotion activities were performed to raise the number of members:

- a meeting of Slovenian marketing academics at the largest marketing event in Slovenia – Slovenian Marketing Conference in 2007 and 2008
- Marketing department of FELu agreed on proposal for organizing one of the EMAC conferences (2011).
- Representatives of FELu marketing department attended conferences on Marketing in Transition. József Berács attended the conference and presented the importance of active membership and benefits of EMAC to Slovenian, Croatian and other colleagues.
- In May 2008, Maja was elected for the president of Slovenian Marketing Association (mandate 2008-2011) and presented EMAC to the members (academics, marketing directors, students, researchers).

(Annex 12 – Reports)

4. Any other business

No points were raised.

5. Date and time of next meetings

- Nantes, May 26, 2009, 14.00 – 17.00
- Brussels, October 23, 2009, 10:00 – 16:30
-

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

ANNEXES:

Annex 1: Minutes of Executive Committee Meeting - October 2007 Brussels

Annex 2a: Membership Situation

Annex 2b: Report on membership- Udo Wagner

Annex 3a: Proposal for EMAC 2011 – University of Ljubljana

Annex 3b: Proposal for EMAC 2011 – ISCTE, Portugal

Annex 4: Report on Teaching Portal

Annex 5 – IJRM Long Term Impact Award

Annex 6: Report on EMAC Strategy

Annex 7: Report on External Relations

Annex 8: Financial Situation

Annex 9a: Report on EMAC Doctoral Colloquium 2008

Annex 9b: Proposal for EMAC Doctoral Colloquium 2009

Annex 10: Report on EMAC 2009 conference - Nantes

Annex 11: Report on EMAC 2010 Conference – Copenhagen

Annex 12a: Report for National Rep – Spain

Annex 12b: Report for National Re – Denmark

Annex 12c: Report for National Rep – Netherlands

Annex 12d: Report for National Rep – Slovenia