



Executive Committee Meeting

Copenhagen – 1 June 2010

MINUTES

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

Apologies: A. Diamantopoulos, C. Acevedo, W. Ulaga, P. Papastathopoulou, H. Engilbertsson, R. Peres, J. Fahy, H. Aoki, K. Kim, R. Lawson, D. Serbanica, S. Burgess, H. Krohmer, Z. Gurhan-Canli, M. Smirnova

AGENDA

1. Minutes of previous meeting - October 2009, Brussels

2. Issues for reporting and updating

- 2.1 2nd EMAC Journal (*Hubert Gatignon*)
- 2.2 EMAC Electronic Resource (*Hubert Gatignon*)
- 2.3 EMAC Survey (*Veronica Wong*)
- 2.4 Membership (*Udo Wagner*)
- 2.5 Heads of Marketing Forum (*George Avlonitis/Udo Wagner*)
- 2.6 International Journal of Research in Marketing (*Hubert Gatignon/Marnik Dekimpe*)
- 2.7 EMAC Awards: Distinguished Marketer Award (*George Avlonitis/Gary Lilien*)
- 2.8 External Relations (*Gary Lilien*)
- 2.9 EMAC -McKinsey Dissertation Award (*Hubert Gatignon/Gary Lilien*)
- 2.10 EMAC Conferences
 - EMAC Conference 2010 – *Suzanne C. Beckmann/Thomas Ritter*
 - Doctoral Colloquium 2010 – *Tammo Bijmolt*
 - Report on EMAC Conference 2011 in Ljubljana (*Maja Macovec-Brencic*)
 - CEE Regional EMAC Conference (*Gabriele Troilo/Andras Bauer*)
- 2.11 Financial Report (*Sönke Albers*)
- 2.12 Elections 2010 (*George Avlonitis*)
- 2.13 Report from EMAC Fellows (*Berend Wierenga*)

3. Any other business

4. Date and time of next meetings

- Brussels, October 29, 2010 - 10.00 – 16.30
- Ljubljana, May 24, 2011 – 14.00 – 17.00

LIST OF ATTENDEES

PRESIDENT	George J. AVLONITIS
PRESIDENT-ELECT	Veronica WONG
VICE PRESIDENTS:	
CONFERENCES	Gabriele TROILO
DEVELOPMENT	Udo WAGNER
EXTERNAL RELATIONS	Gary LILIEN
PUBLICATIONS	Hubert GATIGNON
IJRM EDITOR	Marnik DEKIMPE
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 PAPASTATHPOULOU
HUNGARY	Andras BAUER
ICELAND	Halldor ENGILBERTSSON
IRELAND	John FAHY
ISRAEL	Renana PERES
ITALY	Elisa MONTAGUTI
JAPAN	Hirohata AOKI
KOREA	Kyung HOON KIM
NETHERLANDS	Gerrit VAN BRUGGEN
NEW ZEALAND	Rob LAWSON
NORWAY	Sven HAUGLAND
PORTUGAL	Claudia SIMOES
ROMANIA	Daniel SERBANICA
RUSSIA	Maria SMIRNOVA
SLOVENIA	Maja MAKOVEC BRENCIC
SOUTH AFRICA	Steven BURGESS
SPAIN	Salvador RUIZ
SWEDEN	Magnus SODERLUND
SWITZERLAND	Harley KROHMER
TURKEY	Zeynep GURHAN- CANLI
U.K.	Robin WENSLEY
U.S.A.	Roland RUST

DC 2010 Chair	Tammo Bijmolt
EMAC Dean of Fellows	Berend Wierenga
University of Ljubljana	Monica LaPlanka

Action Points from Meeting

ACTIONS POINTS	WHO	WHEN
Conferences <i>The new review form</i> – To ask the chair /co-chairs for their feedback on the new form	Gabriele Troilo	To report at the October meeting
<i>Conference paper submission & registration</i> To improve the database, make it more efficient for the conference host to use	Gabriele Troilo/EIASM	To report at the October meeting
BIGMAC Formalise the organisation of the BIGMAC Gabriele to work with the representatives of Australia and New Zealand	Gabriele Troilo	To report at the October meeting
<i>Doctoral Colloquium</i> To appoint a new DC Chair	Gabriele Troilo	To report at the October meeting
Regional Conference To identify future host (2011). Future host to present at the next Executive Committee and next regional conference to announce at the next Regional Conference in Budapest	Gabriele Troilo	To report at the October meeting
<i>Bursaries as of 2011 Conference</i> Decrease bursaries costs by 50% maintain 20 bursaries but with 50% off the fee	Gabriele Troilo/Nina Payen	Immediate
Chronicle To discontinue the printed version and keep the online version	Nina Payen	Immediate
Membership Fee Increase membership fee by 10 Euros for 2013 To be implemented at the 2012 conference for the 2013 membership fee	Nina Payen	To implement for 2012 conference and membership fee for 2013

MINUTES

The President George Avlonitis opened the meeting by welcoming all members present

1. Minutes of previous meeting - October 2009, Brussels

No comments were made. The minutes were approved.

Annex 1: Minutes of Executive Committee Meeting – May 2009 - Nantes

2. Issues requiring decisions

2.1. 2nd EMAC Journal

Hubert Gatignon reported on the 2nd EMAC journal.

At the last executive committee meeting decision was taken to start the 2nd Journal - The Journal of Marketing Behaviour. The next step was then to find a publisher, which was not an easy task. A lawyer was asked to look into the terms and conditions of the contract. Hubert was pleased to report that EMAC has now reached an agreement with a publisher. The publisher for EMAC 2nd journal is NOW Publishers. They have agreed to the conditions that EMAC has set, namely:

- EMAC will keep the ownership of the title
- The journal will be offered as an electronic version (which costs 10 euros and will be covered from an equal increase of the membership fee)
- The printed version will be available to members at individual subscription price of 40 euros

The contract has been signed.

The major task now is to find an editor. A search committee has been constituted and its approval is needed from the Executive Committee. The proposed Editor Search Committee will consist of

- Hubert Gatignon (Chair, ex officio),
- J.B. Steenkamp – former EMAC V.P. Publications, former IJRM editor. Jan-Benedict has a very good knowledge of EMAC and is a committed and an effective contributor.
- Nader Tavassoli who has a broader view of the ‘behaviour’ aspect.

Each member will bring his own specific perspective.

The executive committee approved the proposal for the search committee

Hubert indicated that the process for an editor will start shortly.

Annex 2: Report form V.P. Publications

2.2 EMAC Electronic Resource

At the last meeting it was discussed and agreed to go ahead with the EMAC Electronic Resource. Hubert’s task was to find an editor. He has set up a search committee which consisted of himself, Manfred Krafft and Elisa Montaguti. The task was not easy and it took some time to find the right person. Hubert was pleased to announce that Thorsten Hennig-Thurau has accepted to be the editor of EMAC Electronic Resource. Thorsten will report at the next executive committee in October.

Robin Wensley raised the question on whether the fact that there was not much enthusiasm on the Teaching Portal was taken into account. Hubert explained that Thorsten was thoroughly

briefed on the different issues related the Electronic Resource. There is now a new positioning of the Electronic Resource.

The objectives of the Electronic Resource are:

- To share material relevant to EMAC members
- To attract new group of people to EMAC. So far most EMAC members are academic. Hopefully the Electronic Resource might attract more practitioners.

George thanked Hubert for the excellent work done on the two projects which Hubert had efficiently handled – the EMAC's 2nd Journal and the Electronic Resource site.

2.3 EMAC Survey

Veronica Wong, President-elect, has carried out a survey to assess the satisfaction of EMAC members. The initiative launched by George Avlonitis was carried out for the first time in 2008. Veronica gave an overview of the outcomes. Among the main points:

- Four key elements influence overall experience/satisfaction with EMAC – annual conferences, IJRM, networking opportunities, and membership fee.
- While EMAC meets and exceeds members' expectations in areas of relatively low importance (i.e., web presence and other publications), satisfaction with key attributes such as the annual conferences, IJRM, networking, and membership fee falls below expectations.
- The issue of EMAC membership fee must be addressed. The members' overall experience/satisfaction with EMAC has been positive and consistent in the 2008 and 2010 surveys, but there is urgent need to address the potential threat of reduced likelihood of membership renewal and recommendation.
- In order to attract and retain members, EMAC has to continually meet and exceed members' expectations and to deliver superior value-for-money.
- The significant impact of satisfaction with the annual conferences on overall EMAC experience and loyalty, suggests that EMAC must continually seek ways to improve its performance in attributes that significantly influence conference success, notably, quality of sessions, value-for-money, networking opportunities, and social events..
- IJRM seems more likely to influence overall EMAC experience/satisfaction, as opposed to loyalty.
- Although of less importance in influencing overall satisfaction with EMAC and loyalty, the efforts to build satisfaction on other secondary publications are improving.

The next survey will be carried out by the next President Elect in 2012.

A few questions were raised:

- The quality of the sessions at the EMAC conference is perceived as being of not high quality.
Gabriele Troilo, V.P. Conference explained that in an effort to improve the quality of the sessions of the EMAC conference, Hubert Gatignon and himself have assessed the review process and have implemented some improvements.
 - A more detailed evaluation form/scale was introduced to differentiate conceptual and empirical papers with specific questions in each category. The whole process has considerably improved.
 - The chairs and co-chairs were asked to be more involved e.g. providing more qualitative feedback in the decision making process
- Robin Wensley asked whether there were any particular areas differentiating the responses from the younger versus the older members.
Veronica explained that for younger members (under 30 years), more importance was attached to the social networking.

Responding to a request, Veronica will provide a more detailed reporting on the different clusters.

George Avlonitis thanked Veronica for the survey.

Annex 3: EMAC Survey Report

2.10 EMAC 2010 Conference

Point 2.10 on the agenda was presented

Suzanne C. Beckmann, Conference Chair, reported on the conference.

On behalf on Copenhagen Business School, she welcomed the Executive Committee members.

She thanked the Conference Organizing Committee for the excellent work they have done.

She gave an overview of the conference statistics.

- N° of papers submitted: 865
- N° of accepted papers: 451
- N° of SIGS accepted: 12
- Number of invited sessions: 2
- Number of Tracks: 43 with 1 chair / 1 co-chair, except for Consumer Behaviour which had 1 chair / 2 co-chairs because of the huge number of papers submitted in this track.
- The top 5 tracks were: Consumer Behaviour, Advertising and Promotion, Product and Brand Management, New Technologies and E-marketing and Social Responsibility, Ethics and Consumer Protection.
- N° of delegates: 777
- N° of sessions: 130, included 12 SIGS into 12 parallel sessions

Suzanne underlined the work done behind the scene:

- countless hours
- thousands of emails
- 38 students assistants (of which 15 volunteers & 23 paid)

Suzanne also stressed out the issues related to the paper submission & registration process

- Non alignment of papers to guidelines. The use of a template would make it easier to follow the guidelines.
- the list of reviewers as provided by EIASM team was incomplete
- the database used is sort of ‘messy’ with incomplete data

Consequently all this necessitated 220 man hours to clear the lists.

There is definitely a need to improve the database.

Suzanne concluded by adding that EMAC has now a new logo – CBS has launched a new EMAC sound logo which refers to the EMAC sound and also to the 6 senses.

She reminded that George Avlonitis several years ago, in 1989, “invented” the EMAC’s flag. Now EMAC has also a sound logo.

George Avlonitis thanked Suzanne and her team for hosting the Conference and for the excellent job done.

2.4 Membership

Udo Wagner, VP Membership gave an overview of the membership situation.

EMAC has currently 776 members, but might reach the 1000 members as there are a few members currently being processed. The top countries are Germany, France, U.K., U.S.A. and Netherlands

Annex 4: EMAC Membership Situation

2.5 Heads of Marketing Forum

George explained that implementing a decision made by the Steering Committee, he carried out a survey pertaining to the heads of marketing departments.

The survey was sent to 456 heads of department and 55 responded, approximately 12% response rate.

Most of the respondents knew EMAC. They all found the idea of the heads of marketing forum interesting. The results of the survey can be found in the annex document.

The forum is scheduled to take place on June 2. George will report the outcome of the forum at the General Assembly. He is expecting about 20 people to attend. Udo will be chairing the forum.

Annex 5: Report on Heads of Marketing Survey

2.6 IJRM

Marnik Dekinpe, IJRM editor reported on the journal. He thanked Stefan and Don for their work; they have handed the journal in great shape.

He gave an overview of the evolution of the journal in the last year.

- Number of board member has increased
- There is a small shift in the area editors and in the composition of the board members. There are now more Europeans.
- The submission rate is increasing. If the trend continues, there might be approx 400 submissions in 2010.
- Processing time: the turnaround time is 57 days excluding desk reject
1/3 of submission - desk reject
1/3 goes to area Editors
- Impact factor is increasing thanks to Stefan and Don's efforts.
- There is a forthcoming Special Issue on Global Brand Management
- IJRM Promotional activities – IJRM is making every effort to gain more visibility, for example by having a presence – either Marnik himself or an Area Editor, whenever needed. The Executive Committee members can contact Marnik and can spread the message to the different communities.

Marnik brought up the issue of the perception of IJRM being biased on quantitative work. He explained that together with Veronica Wong and two area editors Luk Warlop who is 'consumer behaviour' and Stefan Wuyts more on the strategy side, they have classified the papers published in IJRM. The outcome is 1/3 of papers published are qualitative (consumer behaviour), the other 1/3 more strategy oriented and last 1/3 is more quantitative, modelling; there is a roughly equal representation (one-third of each) of strategy-, consumer behaviour- and modelling- papers, than what is currently perceived

This definitely means that IJRM is open to all.

Robin Wensley mentioned that in the UK the Financial Times published a list of the top journals and IJRM was not included there.

Veronica Wong also mentioned that the Association of Business Schools publishes a ranking of journals and IJRM is not in the top 4.

Annex 6: IJRM Report

2.7 EMAC Distinguished Marketing Scholar Award

Gary Lilien reported on this new EMAC initiative. He was pleased to announce that Berend Wierenga and Peter Leeftang are the winners of this new prestigious award.

This award is a great contribution to EMAC and he thanked George for this initiative.

Gary added that the award should now be more formalized and consequently he had drafted a protocol in that sense.

The Distinguished Marketing Scholar 2011 Committee will comprise of:
- Gary Lilien Chair
- Don Lehmann, Berend Wierenga, members.

Annex 7: EMAC Distinguished Marketing Scholar Award Protocol

2.8 External Relations

MSI- ISMS Practice Prize.

Gary Lilien gave a brief overview of this prize which started when in 2003 Informs Society of Marketing Science in an effort to recognize practice initiated this practice prize. This prize is hosted at the Informs Conference. The competition has been running superbly over 4 years now.

In 2007 the special conference with half academics & half practitioners was successful.

MSI now runs the conference and this year's conference took place at MIT.

He underlined the fact that EMAC sponsors the Practice Prize, which helps to sponsor the video taping of the presentations.

He briefly showed the "MIT Tech TV" where all presentations are accessible with an efficient search system. They are available both in streaming form or downloadable in most common and used formats. They are accessible at the site: <http://tech.mit-edu/collections/isms>

He thanked EMAC for the support

The next competition is scheduled 2011-2012.

Andras Bauer added that "Academic Earth" also gives access to a collection of lectures.

Veronica Wong added also that EMAC Conference has a lot of good sessions and it would be interesting to showcase them. EMAC would need then to look at the means to capture good presentations.

The MSI/ISMS Practice Prize has officially been renamed in honour of Gary Lilien. It will be now called the 'Gary L. Lilien ISMS-MSI Practice Prize'.

BIGMAC

Gary Lilien reported on the BIGMAC which took place in Melbourne last December.

Suzanne C. Beckmann was the EMAC co-chair.

Though the session was successful, the logistics arrangements were not great. The room was small (see Gary report in annex)

There is an urgent need to formalize the organization of this event. It should be a recognized event.

Gary has drafted a protocol so as to institutionalize the event and making to run more efficiently and smoothly.

The Australian and New Zealand representatives should be involved. Rod Brodie was a good driver on this project.

Gabriele Troilo will work with the Australian and New Zealand representatives to organize the next BIGMAC.

Annex 8: BIGMAC Melbourne

Annex 9: BIGMAC Protocol

2.9 EMAC-McKinsey Marketing Dissertation Award

Gary Lilien praised the theoretical elegance of the papers selected as finalists for the EMAC McKinsey Marketing Dissertation Award. There were 78 submissions and the selection process ran smoothly. The finalists would be presenting their papers at the special session on Friday 4 June and the winner will be announced at the gala dinner.

He recommended all members to attend the special session.

2.10 EMAC Conferences (continued)

EMAC 23rd Doctoral Colloquium.

Tammo Bijmolt, chair of the Doctoral Colloquium reported on the 23rd edition of the EMAC Doctoral Colloquium. He highlighted the main difference between the EMAC Doctoral Colloquium and some other doctoral consortiums. While for example the AMA Consortium is mainly about the faculty members telling about their own work, EMAC Doctoral Colloquium focuses more on students presenting their research projects and receiving valuable feedback from their peers and faculty members.

This year there were 107 submissions, slightly less than in 2009. 60 students were accepted in the 6 tracks (3 advanced tracks and 3 beginners' tracks). There were a lot of submissions in the consumer behaviour track and very few in marketing modelling. Hence it was an issue to populate some of the tracks. There was an urgent need to re-label the tracks in order to create more balanced tracks. The tracks, both advanced and beginners, were re-labelled as follows:

- Consumer Behaviour
- Strategy and Internet
- Marketing Mix Instruments

There are now two possibilities:

- a) There should be a labelling of the tracks, as it was indicated above.
- b) There should not be any specific track but the students would need to specify their topics of research when submitting their papers.

Hence, it has now become necessary to better structure the tracks of the Doctoral Colloquium.

Several points were put forward:

- Follow the same track structure as the main conference and then organise the papers in the different categories afterwards.
- It is wrong to force students into tracks. For example at the ANZMAC Doctoral Consortium, papers are allocated randomly
- The reason why there are few submissions in the modelling track might be that the EMAC Doctoral Colloquium is not reaching this audience.

Finally to conclude on this point, Tammo indicated that he will be stepping down as chair for the next Doctoral Colloquium. He would be making some recommendation on potential chair to Gabriele Troilo.

EMAC 2011 Conference – Ljubljana

Maja Makovec Brenčič, host for the 2011 conference made a brief progress report. She indicated that the budget details were put forward to the Steering Committee. She gave an overview of the social events, the welcome reception and the gala dinner and an optional payable event – trip to the Caves

EMAC 1st Regional Conference

Andras Bauer, conference chair of the 1st EMAC Regional conference reported on the progress of the conference. There were 82 submissions, mainly from the Central and Eastern European countries. The review process is currently underway.

Andras pointed out that the regional conference is a mean to introduce EMAC to a new community and consequently increase membership from the CEE countries.

The question of the procedure to host regional conferences was raised. The proposal was that it should follow the same procedure as for the main conference, that is:

- Future host should make a proposal to the V.P conference and the Steering Committee.
- The future host should make a presentation to the Executive Committee
- The future conference should be announced at the conference..

Two names – Ljubljana and Romania were mentioned as potential host for the 2011 regional conference

2.11 Financial Report

Sönke Albers, EMAC Treasurer reported on the EMAC financial situation. This was his last report after 6 years as EMAC Treasurer. He highlighted the following point.

EMAC has accumulated some money during the past years and took the decision to invest in several initiatives for the benefit of its members, by offering bursaries, discount on conference fees for PhD students and investing in the EMAC electronic resource. Due to the increase in expenses, EMAC is facing for the first time a loss of approximately 4000 Euros. Though EMAC has enough money in reserve, it should not run on a loss in the long term, but it should work on a balanced budget. Sönke also indicated that EMAC is facing another pressing issue: EIASM which is hosting EMAC services is asking for an increase in contribution from approximately 20.000 Euros to 58.000 Euros (including VAT). In view of that considerable increase in its expenditures, EMAC has decided to take certain actions:

- The Chronicle will not be printed but will be published in its online version only
- A reduction of 50% in the bursaries. The number of bursaries offered will remain the same (20) but will cover for only 50% of the conference fee.
- Increase the membership fee by 10 euros as of 2013.

Sönke concluded his last reporting by stressing on the fact that EMAC is still in a healthy situation and can maintain the services it delivers to its members.

He announced and welcomed his successor – Gerrit Van Bruggen.

George Avlonitis thanked Sönke for the excellent job he performed as EMAC Treasurer for the last 6 years and welcomed Gerrit Van Bruggen on board.

Annex 10: Financial Situation

2.12 EMAC Elections

George Avlonitis announced the results of the 2010 Elections.

He was happy to announce the election of the EMAC new Treasurer – Gerrit Van Bruggen.

One new country has joined Executive Committee- Serbia.

The elected members are:

Treasurer Gerrit VAN BRUGGEN

National Coordinators

Australia: John ROSSITER
Greece: Paulina PAPASTATHOPOULOU
Hungary: Zsofia KENESEI
Ireland: John FAHY
Italy : Elisa MONTAGUTI

Korea: Kyung Hoon KIM
Norway : Tor W. ANDREASSEN
Portugal : Claudia SIMOES
Serbia : Galjina OGNJANOV
Slovenia: Vesna ZABKAR
South Africa: Steven Michael BURGESS
Sweden: Anders GUSTAFSSON
Turkey: Elif KARAOSMANOGLU

George welcomed all the new members on board. He thanked the members leaving the Executive Committee - Sönke Albers, Sven Haugland, Maja Makovec-Brencic, Magnus Soderlund, Zeynep Gurhan-Canli

Annex 11: Results of Elections

2.13 Report from Dean of EMAC Fellows

Berend Wierenga, Dean of EMAC Fellows reported of the fellows activities. He announced the results of the election for the new Dean of Fellows. Gilles Laurent was elected as the new Dean. He also announced that last year two new fellows were elected - Sönke Albers and Jozsef Beracs. This year two fellows, namely Michael Baker and Keith Blois, have become honorary members

He also reiterated the fact that EMAC Fellows constitute a ‘chambre de reflexion’ for EMAC and they will help in any way requested by the EMAC Steering and Executive Committees.

George thanked Berend for his commitment as Dean of fellows and welcomed Gilles Laurent.

3. Any other business

No point was raised.

4. Date and time of next meetings

- Brussels, October 29, 2010, 10.00 – 16.00
- Ljubljana, May 24, 14.00 – 17.00

The President thanked all members for their attendance. This was his last Executive Committee as EMAC President and thanked all the members for their contribution during his presidency.

The meeting was adjourned.

ANNEXES:

- Annex 1: Minutes of Executive Committee Meeting – October 2009 - Brussels Nantes*
- Annex 2: Report from V.P Publications*
- Annex 3: EMAC Survey Report*
- Annex 4: EMAC Membership Situation*
- Annex 5: Report on Heads of Marketing Survey*
- Annex 6: IJRM Report*
- Annex 7: EMAC Distinguished Marketing Scholar Award Protocol*

Annex 8: BIGMAC Melbourne

Annex 9: BIGMAC Protocol

Annex 10: Proposal for a regional and thematic conference

Annex 11: Financial Situation

Annex 11: Results of Elections