



# Executive Committee Meeting

Ljubljana, 24 May 2011

## MINUTES

The EMAC President, Veronica Wong, welcomed the attendees and opened the meeting.

**Apologies:** K. Möller, S. Burgess, R. Lawson, H. Aoki, M. Smirnova, R. Rust

### **AGENDA**

#### **1. Welcome**

**Minutes of previous meeting - October 2010, Brussels**

#### **2. Issues requiring decisions**

- 2.1. 2<sup>nd</sup> EMAC Journal – Search for Editor (*Hubert Gatignon*)
- 2.2. EMAC Electronic Resource (*Hubert Gatignon*)
- 2.3. Membership Fee (Veronica Wong & Gerrit Van Bruggen)
- 2.4. Executive Committee meetings (Udo Wagner & Veronica Wong)

#### **3. Issues for reporting and updating**

- 3.1. Elections (Veronica Wong)
- 3.2. International Journal of Research in Marketing (*Marnik Dekimpe*)
- 3.3. Membership (*Udo Wagner*)
- 3.4. External Relations (*Gary Lilien*)
  - EMAC-ANZMAC Initiatives (*Veronica Wong*)
  - McKinsey Focus Groups (*Gary Lilien*)
- 3.5. Financial Report (*Gerrit Van Bruggen*)
- 3.6. EMAC Climber Community (Melanie Zaglia)
- 3.7. EMAC Fellows (*Gilles Laurent*)
- 3.8. Susan P. Douglas Award (Gilles Laurent & Veronica Wong)
- 3.9. Conferences
  - Report on EMAC Conference 2011 in Ljubljana (*Maja Makovec Brencic*)
  - Doctoral Colloquium 2011 in Ljubljana (*Andreas Hermann*)
  - Arrangements for EMAC 2012 in Lisbon (*Paulo Rita*)
  - CEE Regional EMAC Conference (*Corneliu Munteanu/Gabriele Troilo*)
  - Future annual conferences (*Gabriele Troilo*)

#### **4. Any other business**

**Date and time of next meetings**

**LIST OF ATTENDEES (members present in bold)**

<b>PRESIDENT</b>	<b>Veronica WONG</b>
<b>PAST-PRESIDENT</b>	<b>George J. AVLONITIS</b>
<b>VICE PRESIDENTS:</b>	
<b>CONFERENCES</b>	<b>Gabriele TROILO</b>
<b>DEVELOPMENT</b>	<b>Udo WAGNER</b>
<b>EXTERNAL RELATIONS</b>	<b>Gary LILIEN</b>
<b>PUBLICATIONS</b>	<b>Hubert GATIGNON</b>
<b>IJRM EDITOR</b>	<b>Marnik DEKIMPE</b>
<b>TREASURER</b>	<b>Gerrit VAN BRUGGEN</b>
<b>EXECUTIVE SECRETARY</b>	<b>Nina PAYEN</b>

**NATIONAL COORDINATORS**

<b>AUSTRALIA</b>	<b>John ROSSITER</b>
<b>AUSTRIA</b>	<b>Adamantios DIAMANTOPOULOS</b>
<b>BELGIUM</b>	<b>Luk WARLOP</b>
BRAZIL	Claudia ACEVEDO
<b>CANADA</b>	<b>Susan REID</b>
<b>CROATIA</b>	<b>Durdana OZRETIC DOSEN</b>
<b>DENMARK</b>	<b>Suzanne C. BECKMANN</b>
FINLAND	Kristian MÖLLER
<b>FRANCE</b>	<b>Wolfgang ULAGA</b>
GERMANY	Manfred KRAFFT
<b>GREECE</b>	<b>Paulina PAPASTATHPOULOU</b>
<b>HUNGARY</b>	<b>Zsofia KENESEI</b>
<b>IRELAND</b>	<b>John FAHY</b>
ISRAEL	Renana PERES
<b>ITALY</b>	<b>Elisa MONTAGUTI</b>
JAPAN	Hirotaoka AOKI
KOREA	Kyuang HOON KIM
<b>NETHERLANDS</b>	<b>Gerrit VAN BRUGGEN</b>
NEW ZEALAND	Rob LAWSON
<b>NORWAY</b>	<b>Tor W. ANDREASSEN</b>
<b>PORTUGAL</b>	<b>Claudia SIMOES</b>
ROMANIA	Daniel SERBANICA
RUSSIA	Maria SMIRNOVA
<b>SERBIA</b>	<b>Galjina OGNJANOV</b>
<b>SLOVENIA</b>	<b>Vesna ZABKAR</b>
SOUTH AFRICA	Steven BURGESS
SPAIN	Salvador RUIZ
<b>SWEDEN</b>	<b>Anders GUSTAFSSON</b>
SWITZERLAND	Harley KROHMER
<b>TURKEY</b>	<b>Elif KARAOSMANOGLU</b>
<b>U.K.</b>	<b>Robin WENSLEY</b>
U.S.A.	Roland RUST

<b>DC 2011 Chair</b>	<b>Andreas HERRMANN</b>
<b>EMAC Dean of Fellows</b>	<b>Gilles LAURENT</b>
<b>ANZMAC</b>	<b>Ken DEANS</b>
<b>University of Ljubljana</b>	<b>Maja MAKOVEC BRENCIC &amp; Tanja Du</b>
EMAC Regional conference Chair	Corneliu MUNTEANU

## Action Points & Decisions – Executive Committee Meeting, May 2011

ACTIONS POINTS	WHO	WHEN
Proposal for the increase of membership fee to 125 Euros for 2014 to be validated at the General Assembly	Gerrit Van Bruggen	At the General Assembly
Send statistics on membership + conference attendance to Executive Committee.	Nina Payen	July
Send membership list/breakdown by country to national Coordinators	Nina Payen	July.

## DECISIONS

### Decisions

**EMAC Electronic Resource** - The project will be stopped, unless someone volunteers to take the task of editor. Nominations should be sent to Veronica Wong

**Increase in membership fee to 125 Euros for 2014** : Gerrit Van Bruggen put the proposal for the increase of membership fee to 125 Euros for 2014 to vote. The proposal was approved by the majority of the Executive Committee with one abstention

**EMAC meetings**: The proposal for 1 day Steering Committee in Brussels in October and an extended Executive Committee in May at the conference was put to vote. The proposal was approved.

**The Susan Douglas Award**: it was decided that the Selection Committee be composed of 3 members (instead of 4) – The committee will compose of the EMAC VP Conferences who will act as Chair, the EMAC President and the Dean of EMAC Fellows

# MINUTES

The President Veronica Wong opened the meeting by welcoming all members present. She welcomed the new members who have joined the Executive Committee – Peter Verhoef as V.P Membership, Sönke Albers as V.P. Publications and the new national coordinators, Melanie Zaglia, Arnaud de Bruyn, Henrik Sattler, and Tammo Bijmolt. Some of the new elected members were not present and have sent in their apologies.

The agenda was slightly changed to accommodate for point 3.9 – Report on EMAC 2011 Conference to be discussed first.

## **3.9 Report on EMAC Conference 2011 in Ljubljana**

Maja Makovec Brencic, host for the 2011 conference welcomed all members to Ljubljana. She gave a brief overview. The Doctoral Colloquium which took place on the 22-23 May was good experience and a success. She presented the figures which gave an overall picture of the conference.

The acceptance rate was 54% - which is the same as for the 2010 conference.

No. of papers submitted: 791

No. of accepted papers: 429

No of delegates: 721

She gave an overview of the breakdown of delegates by country and was pleased to announce that Germany is the top country. She then represented the evaluation of EMAC conferences from 2005 to 2011. All details can be found in the report.

She thanked her team, Monika Lapanja, Jana Pucelj and many others who did a great job and made this conference possible. Tanja Dmitrović managed most effectively the challenging task of the programme in spite of the complexity.

She briefly explained the award ceremony, stressing the need to keep to the time as scheduled for the different awards.

### *Annex 9: Report on EMAC Conference 2011*

#### **1. Minutes of previous meeting - October 2010, Brussels**

The minutes were approved.

### *Annex 1: Minutes of Executive Committee Meeting – October 2010 - Brussels*

#### **2. Issues requiring decisions**

##### **2.1. 2<sup>nd</sup> EMAC Journal**

Hubert Gatignon VP Publications reported on the 2<sup>nd</sup> EMAC journal. The process for the search for editor for the 2<sup>nd</sup> journal is not completed yet.

##### **2.2 EMAC Electronic Resource**

Hubert explained that an editor for the EMAC Electronic Resource was appointed. However he did not made any progress and has now resigned from this position. Given the financial challenges that EMAC is facing, it is recommended to stop the project unless a member from

the Executive Committee or an EMAC member would be interested in taking leadership in that project. He/she could revive it and bring a 'modern' look into this project.

Veronica Wong added that EMAC has put quite a lot of resources in this project. Manfred Krafft has worked on this project for some time, trying to make it more appealing, useful. The name was changed from the 'Teaching Portal' to 'EMAC Electronic Resource', but it never really took off. The project will be stopped, unless someone volunteers to take the task of editor. The Electronic Resource needs a champion. Veronica made a call to all members to contact her if anyone is interested in reviving this project. ***The following decision was taken: unless there is a motivated, enthusiastic member to lead the project, the EMAC Electronic Resource will be stopped.***

Veronica took this opportunity to thank Hubert for the effort and time he put in this project.

### **2.3 /3.5 Membership Fee & Financial report**

The agenda was changed to discuss Point 2.3 on Membership Fee and Point 3.5 on Financial Report, as they are related.

Gerrit Van Bruggen, EMAC Treasurer reported on EMAC Financial situation. The overall picture looked mixed. On one hand EMAC has money in reserve. On the other hand, the association is currently not in good financial health. Over the years EMAC has built up its reserves. It has also invested some of the money in various initiatives, such as the Electronic Resource, and sponsoring PhD students. With the increasing expenses, EMAC has seen its profitability going down in 2009 and 2010: while it was still a small loss in 2009, this has become bigger in 2010 and the deficit is expected to grow even bigger in 2011.

The deficit is due mainly to:

- Increase in support for IJRM
- Increase in expenditures for the support of doctoral students by subsidising 50% of the conference fee and full membership fee for Doctoral Colloquium students attending the conference and 50% of the membership fee for all PhD students attending the conference

However 2 important factors have impacted on the EMAC financials dramatically

- New Value Added Tax (VAT) rules. EMAC has now to pay VAT 21% on most of its incomes, which substantially decrease its revenues. Even if EMAC can recover VAT, the possibilities are limited. It cannot recover as much VAT as it pays.
- Increase in contribution for the secretariat at EIASM. EMAC has been paying a low fee to EIASM for a number of years. This was not realistic. It has now to pay a substantial amount for secretarial support. Sönke Albers, the EMAC Treasurer at that time had negotiated a transition period.

Due to these 2 major expenses EMAC is facing a structural deficit.

If it does not take immediate action, it will soon burn the reserves accumulated over the years. A couple of measures have already been taken to improve the financial situation and once the financial health is restored, EMAC can think about reinvesting in useful initiatives.

Some actions have been taken to improve the finance in the short term:

- Increasing the contribution from the Conference host - making the yearly conference a revenue-generator for EMAC

- Decreasing its expenditures by being more selective on the sponsorship of PhD students
- Increasing membership fees. EMAC has been charging 90 euros membership fee for almost a decade. The decision was taken to increase the 2013 membership fee to 100 Euros. There is now a proposal to increase the membership fee to 125 Euros in 2014.

A discussion on the increase in membership fee followed. Robin Wensley indicated that it is crucial to present this increase in membership fee as a 'package'. It is important to explain the reason behind the increase and be clear also on what EMAC is doing to improve the financials, such as the different measures taken to cut costs.

Some questions/points were brought forward:

- The increase in membership fee can be explained by the launch of the 2<sup>nd</sup> Journal. Hubert explained that the costs of the 2<sup>nd</sup> Journal would be taken by the publisher. The fee of 10 euros was approved if there is a guaranteed number of 1000 members. The Steering Committee has also approved a budget of 5000 Euros to support the editor for a 3 year-period.
- VAT issue – one possibility is to move to another country where there is no VAT applicable!  
Hubert stressed the fact that the current EMAC financial problem does not lie in a mismanagement issue, but is due to external factors. VAT has been imposed on EMAC.  
Robin Wensley pointed out that if EMAC is not in a position to levy VAT, then it has to increase its membership fee by the VAT amount imposed.  
Gerrit indicated that EMAC can decide to increase the fee for 2014 and see then how the situation would have evolved. EMAC has examined thoroughly this issue and came to the conclusion that, as it has not increased the membership fee since 2001, it is the right time to do it.
- A possibility is to implement an institutional membership – such as what ANZMAC has implemented. Udo Wagner explained that EMAC has explored the institutional membership, but this did not move forward. It was not clear as to the benefits that EMAC would offer to institutions.  
Ken Deans explained that ANZMAC offers to institutional members several benefits, such as:
  - a 5% discount on conference fee
  - a copy of the journal
  - possibility of a doctoral student to attend EMAC
- The increase support to IJRM was questioned. Hubert explained that this is due to increasing number of submissions.
- The question was not about whether to increase the membership fee, as it seems obvious that it should be increased, but the issue is about how to communicate it.
- Membership as indicated has not been raised for 10 years. EMAC should, perhaps, implement a policy of increasing membership fee every year. An incremental increase is better than a dramatic increase.
- The issue of dual membership was raised. If EMAC membership fee increases, what would be the probability of these members leaving EMAC?  
Gerrit Van Bruggen explained that EMAC is not asking for money for fewer services. Hubert added that AMA, for example, has continuously increased its membership fee. Veronica Wong stressed out the fact that EMAC is facing a severe situation which is, as explained, due to external causes and it should take the adequate measures to restore its financial health.
- 70% of membership is linked to conference attendance. As the membership fee is bundled in the conference fee, increasing it would mean an increase in the conference fee. This might deter members from attending conference if the fee becomes too high.

- Offering an incentive to PhD students by a decrease in the fee. Gerrit explained the different supports that EMAC has been offering - 50% of conference fee and sponsoring the full Membership fee for Doctoral Colloquium students attending the conference, same arrangement for bursaries, and 50% discount on membership fee to all PhD students attending the conference. These supports have been very successful – so successful that the number of PhD students attending the conference has been increasing. In an effort to reduce the expenses, EMAC has decided to reduce some of these supports.

***Gerrit Van Bruggen put the proposal for the increase of membership fee to 125 Euros for 2014 to vote. The proposal was approved by the majority of the Executive Committee with one abstention.***

According to the statutes this decision would need to be validated at the General Assembly the

*Annex 2: Financial situation*

*Annex 3: Report from Treasurer*

### **2.3 Executive Committee Meeting**

Udo Wagner has made a suggestion to stop the Executive Committee meeting which is scheduled in Brussels in October, for the following reasons:

- low attendance
- cost issue for the members travelling to Brussels

The proposal is to cancel the October meeting in Brussels and, instead, schedule a day meeting in May at the conference. Should there be any urgent issue to be discussed before that, this could be handled by email; or else an urgent meeting could be called on, as 1 year between the Executive Committee meetings might be a long period.

Another idea would be to get the Executive members involved in subgroups on specific tasks; these members would then be present if needed at Steering Committee meeting.

According to the statutes Point 5.5, which stipulates:

*“5.5 The regular annual meeting of the Executive Committee shall be held in connection with the annual conference and before the General Assembly”.*

the proposal is in line with the statutes.

There followed a brief discussion on the objective of the October meeting. The October meeting used to take place at the conference location in order to discuss the conferences. But then Brussels was chosen for easy accessibility and, furthermore, EMAC has now detailed conference guidelines to support the conference host in the organization of the conference.

The Executive Committee was in favour of the proposal provided that exceptional measures can be taken to call for meetings if needed.

***The proposal for 1 day Steering Committee in Brussels in October and an extended Executive Committee in May at the conference was put to vote and the proposal was approved.***

### **3. Issues for reporting and updating**

#### **3.1 Elections**

Veronica Wong announced the results of the 2011 Elections. The response rate was 25%.

##### **The elected members are:**

President-Elect	Udo WAGNER
Vice-President Publications	Sönke ALBERS
Vice-President Membership	Peter VERHOEF
Vice-President External Relations	Roland RUST

##### **National Representatives**

Austria	Melanie E. ZAGLIA
Belgium	Luk WARLOP
Brazil	Mauro LARUCCIA
Canada	Susan REID
Croatia	Durdana OZRETIC-DOSEN
Finland	Kristian MÖLLER
France	Arnaud DE BRUYN
Germany	Henrik SATTLER
Japan	Hiroataka AOKI
Netherlands	Tammo BIJMOLT
New Zealand	Juergen GNOTH
U.S.A.	Gary LILIEN

To note that election for the national representative for Norway was held in 2010 and not in 2011. Congratulations and a warm welcome was extended to all newly elected and returning (reelected) members.

#### **3.2 IJRM**

Marnik Dekimpe, IJRM Editor, was pleased to report on the IJRM. The journal is in good health.

- Number of submissions is increasing. Projection for the future is also very promising
- The impact factor has increased;
- Response time has remained stable over the last years
- Desk rejects: approx 30% which is consistent over the year
- Quality of submissions is increasing
- There is a good balance of the various disciplines – Consumer Behaviour, Modelling, Strategy
- Special issues:
  - Special issue on Global Brand Management
  - Special Issue on Consumer Identities, which shows that IJRM has a broader perspective.
- Special Issue on Marketing in Emerging Markets
- MSI is supporting best paper prizes for the Consumer Identities and Marketing in Emerging Markets special issues.

All details can be found in the report.

Veronica thanked Marnik for the excellent task.

### **3.3 Membership**

Udo Wagner, VP Membership reported on EMAC membership situation.

He was pleased to report that the situation is positive. EMAC has a record number in 2010 with 1018 members and 2011 is already very healthy with 1054 members (figures on 5 May 2011) with a forecast of 1100 members.

He pointed out that, however, there are some countries where membership is decreasing, for example U.K., U.S.

Some comments from the members:

- Robin Wensley, national coordinator for the U.K explained that many institutions are facing budget cuts. He also pointed out that the main source of membership for EMAC is the conference. The situation is that many members have to make a choice between conferences. So EMAC membership fluctuates also for that reason.
- Susanne C. Beckmann added that, for Denmark, EMAC is not up to the expectations. She is not optimistic about the membership in Denmark.
- Arnaud De Bruyn indicated that it would be useful for national coordinators to have a breakdown of membership, with the conference attendance. Nina will share the statistics with the Executive Committee.
- It was also pointed out that the Steering Committee has suggested to look into the possibility of making the paper submission to the conference accessible to EMAC members only; this would mean that all authors who want to submit to EMAC must become a member first.
- Gary Lilien mentioned that attendance at the conference from US will increase if there are outstanding special sessions with top people. However it was argued that this is not a stable membership as these people might not come the next year. Hubert indicated that EMAC has already implemented special sessions at the conference.
- John Rossiter indicated that ANZMAC has implemented an ANZMAC Fellows Special Session. Maybe EMAC could look into this possibility.
- Gilles Laurent also added that the one task of the V.P. Publications would be to identify and invite top people for the special sessions. Hubert Gatignon indicated that the V.P. Publications works very closely with the conference host to identify such people and the suggestion to work with Executive Committee members to identify potential top speakers is most welcome.
- Robin Wensley pointed out that IJRM is doing quite well; there should be a closer association of EMAC to IJRM – this might increase the North American membership. Marnik explained that people who review for IJRM do not necessarily attend EMAC conference. However, it would be interesting to attract them to the conference.
- Luk Warlop highlighted the importance to keep a high quality to the special sessions. It was also pointed out that the special sessions should not overlap with the other authors' presentation sessions. Elisa Montaguti indicated that young scholars coming to the conference like to get feedback on their papers. If there are too many special sessions, this might decrease the attendance to normal presentation sessions.

Veronica concluded on that point mentioning the importance of good coordination between the difference sessions. She added that EMAC has many good initiatives like the Climber Community, Heads of Marketing forum, special sessions, all of which benefit EMAC young scholars.

### **3.4 External Relations**

Gary Lilien, V.P. External Relations reported on the activities in his portfolio.

- *EMAC-ANZMAC Initiatives*

Gary Lilien reported on the EMAC-ANZMAC initiative. Further to the BigMac event in Melbourne, Susanne C. Beckmann and he made a proposal to draft a protocol for the BIGMAC and to strengthen the relationship between the two associations. As a result of this proposal several initiatives have been put forward and some are already implemented.

- ANZMAC to award the top student attending the ANZMAC doctoral colloquium with a place in the EMAC doctoral colloquium. This is already in place.
- Organise meeting at annual conference – there is an EMAC –ANZMAC task force meeting planned on Friday 27 May 2011. The aim is to brainstorm on how to move forward the different initiatives recommended.

- *The EMAC McKinsey Marketing Dissertation Award* is a healthy and successful project. The process worked smoothly and both parties, EMAC and McKinsey are happy about it

- *EMAC-McKinsey Marketing Trends Survey – Focus Groups.*

EMAC and McKinsey have launched a joint “trends” study, including a series of focus groups at the Ljubljana meeting. The idea is for McKinsey to understand the ‘theoretical’ aspect of marketing and for EMAC to have a better understanding of practice. The findings of the survey may take the form of a publication. Peter Leeflang and Peter Verhoef were involved in this initiative. Both Peter Verhoef and Peter Leeflang have been in contact with McKinsey. Some focus groups have been scheduled to take place during the conference; members of the Executive Committee have been invited and are strongly recommended to attend.

Peter Verhoef added that the aim of the focus groups is to discuss about the trends that are emerging and would shed light on the outlooks in terms in research.

Gary thanked both Peter Leeflang and Peter Verhoef.

*Annex 6: Report from V.P. External Relations*

### **3.6 Climber Community**

Melanie Zaglia, now newly elected national coordinator for Austria, was pleased to report on the Climber Community, a new EMAC project which she initiated. This initiative will be launched at this conference and is, so far, quite successful –with 36 people from 12 different countries signed up for the climber community meeting.

She explained the rationale behind the Climber Community. The issue is that a lot of colleagues who are post-docs face many challenges to obtain tenure position. There is quite a lot of support for PhD students, but not for post-docs. The idea was to set up a platform for the post-docs and early career faculty to develop a network, and exchange ideas and information.

She explained how the Climber Community has worked so far:

2 groups and 1 email list have been established on social networking sites:

\* Facebook: [https://www.facebook.com/#!/home.php?sk=group\\_158038720919335&ap=1](https://www.facebook.com/#!/home.php?sk=group_158038720919335&ap=1)

\* LinkedIn: [http://www.linkedin.com/groups?about=&gid=3836584&trk=anet\\_ug\\_grpro](http://www.linkedin.com/groups?about=&gid=3836584&trk=anet_ug_grpro)

\* Academia.edu: [http://lists.academia.edu/EMAC\\_s\\_CC](http://lists.academia.edu/EMAC_s_CC)

Ongoing discussions (also via email) include introduction of participants and challenges/open questions for post-docs.

The Program of the first Climber Community meeting will include a keynote presentation by Peter Leeflang on the lessons learned throughout his career. This would be followed by an open discussion; one focus of his presentation will also be to give insights into and recommendations on the tenure process.

Veronica Wong thanked Melanie for this exciting new initiative.

#### *Annex 7: Climber Community Report*

### **3.7 EMAC Fellows**

Gilles Laurent, Dean of EMAC Fellows reported on the Fellows' activities.

- Further to a request from the EMAC Steering Committee, the Fellows were asked to form a task force to think about a new business model and alternative ways to generate money for EMAC. The group of Fellows created a Business Model Task Force consisting of Sönke Albers (Chair), Michael Baker, Gilles Laurent, Gary Lilien, and John Saunders. The task force has made a proposal to EMAC steering and Executive Committees.
- In memory of Susan Douglas: Gilles paid a tribute to Susan Douglas who has played a major role for EMAC and has also contributed a lot to the marketing discipline. She has been on board EMAC since its inception. She was Vice President at the very start of EMAC. She had played a very significant role in many initiatives – she has been active in the Doctoral Colloquium, has formed the EMAC Fellows group, she was the first Dean of Fellows. The death of Susan came unexpectedly. Susan was involved in some activities since last year's conference; she has organized, together with Gilles, the last Fellows elections and was preparing the special session for the 40<sup>th</sup> anniversary of EMAC. This session will now be dedicated to her.
- The EMAC Fellows have elected 2 new Fellows this year– Marnik Dekimpe and George Avlonitis.

### **3.8 The Susan Douglas Award**

The award was planned to be implemented at this year's conference. However there was a conflict of interest and the award is now postponed to next year. It will be announced at the Gala Dinner. Gilles Laurent and Veronica Wong have come up with a procedure for the award.

The selection process is integrated into the overall paper submission and review process of the annual conference. The rationale is to engender a smooth, coordinated, efficient process for handling the identification and nomination of relevant papers for the award.

The process is as follows:

- Papers submitted to, and accepted through the reviewing process for presentation at the Annual EMAC Conference, and publication in the conference e-proceedings that have an international marketing/cross-cultural theme or perspective.
- Papers are not restricted to those submitted to the 'International Marketing' Track, but also include papers submitted to other tracks provided they have an international marketing/cross-cultural theme.
- The Track Chair and Co-Chair from the International Marketing Track will nominate up to three papers from their track. Chairs and Co-Chairs of the other tracks will nominate, from among the accepted papers, at most one paper in each track, and submit their decision to the Award Selection Committee.
- The rule for the conference reviewing process is that a paper submitted by a Track Chair or Co-Chair to their own track is not handled by the same Track Chair and Co-Chair, but by a Special Committee.
- The Award Selection Committee (ASC) will comprise of 4 members, of whom one will be the EMAC VP Conferences who will act as Chair, one will be the Track-Chair for International Marketing, and the remaining two will be invited to join the Committee by the EMAC President and the Dean of EMAC Fellows. If the EMAC VP Conferences or the Track Chair for International Marketing has a paper nominated for the Douglas award, they

automatically withdraw from the Award Selection Committee and are replaced by another colleague, appointed jointly by the EMAC President and by the Dean of Fellows.

Gary supported this initiative; however he indicated 2 procedural issues

- A conflict of interest issue if the track chair for International Marketing has a paper nominated for the Douglas award and is also a member of the selection committee.
- the number of members (4) on the selection committee. 3 members might be a better option.

After a brief discussion, it was decided that the Selection Committee be composed of 3 members (instead of 4) - the EMAC VP Conferences who will act as Chair, the EMAC President and the Dean of EMAC Fellows

With the exception of this change the procedure for the award as detailed in Veronica Wong's proposal was approved.

The Executive Committee held 1 minute silence in memory of Susan Douglas.

*Annex 8: Proposal for Susan Douglas Award*

### **3.9 EMAC Conferences**

*EMAC 24<sup>th</sup> Doctoral Colloquium – Ljubljana*

Andreas Hermann, chair of the Doctoral Colloquium reported on the 24<sup>th</sup> edition of the EMAC Doctoral Colloquium. He pointed that the EMAC Doctoral Colloquium is a platform for outstanding students to present their research projects and receiving valuable feedback from their peers and faculty members.

*The structure of the Doctoral Colloquium* has followed the same structure as implemented by Tammo Bijmolt, Chair of the past Doctoral Colloquium.

*Tracks:* The tracks both advanced and beginners were as follows:

- Consumer Behaviour
- Strategy and Internet
- Marketing Mix Instruments

*Submissions:* This year there were a record number of applications with 142 submissions. 60 students were accepted in the 6 tracks, with 8 students in the advanced tracks and 12 students in the beginners' tracks.

*Students:* There was a good mix of students, coming from diverse institutions and countries

*Feedback:* The feedback was very positive.

*Plenary Session:* The Doctoral Colloquium ended with plenary sessions – Peter Leeflang gave a lecture on 20 lessons to be learned. Marnik Dekimpe gave a speech on publications and IJRM and Veronica Wong, EMAC president made some concluding remarks highlighting the importance of the Doctoral Colloquium.

*Suggestions:* Andreas made some comments and proposed some suggestions for future Doctoral Colloquium

- The Doctoral Colloquium structure is good and should not be changed.
- The number of students (60) seems to be a good number, so the suggestion is to keep the same number.

- There is a need to attract more students from Scandinavian and Central and Eastern European countries.
- Suggestion for minor change in the programme, such as
  - o organising an ice-breaking event – example a tour of the city;
  - o Move the group dinner from Monday to Sunday.
  - o Due to financial constraints the number of faculty was reduced to only 2 faculty members for the beginners’ track Andreas would like to suggest going back to 3 faculty members for all tracks

Suzanne C. Beckmann suggested to rediscuss the time for presentation for the students in the beginners’ track. She is of the opinion that the students in the beginners’ tracks need more time for the presentation than what is currently scheduled. They need more feedback. There is a need to recalibrate the sessions for the beginners’ tracks.

#### *EMAC 2012 Conference*

Paulo Rita, Conference Chair for the EMAC 2012 conference was pleased to point out that he started at EMAC 20 years ago as a Doctoral Colloquium student and would 20 years later host the EMAC Conference.

He explained the rationale behind the conference theme – which is based on the world’s increasing population, consumption and sustainability.

The themes identified are on 2 levels:

#### Citizenship

- Marketing to Citizens: Beyond Customers and Consumers
- Turning Marketing towards Citizens: Going Beyond Customers and Consumers
- Breaking New Grounds: Marketing’s Role in Developing Citizenship

#### Sustainability

- Beyond Customers and Consumers: The Role of Marketing in Sustainability
- Shaping Behaviors for the better: The Role of Marketing in Sustainability

*Tracks:* The tracks follow the same structure as for the 2011 conference, 20 tracks, and the Special Interest Groups

However, he saw the tracks as being clusters and identified 6 major clusters – which would give a good quick overview of the different topics.

He gave an overview of the main dates and information of the conference

- Dates and deadlines
  - Conference dates: May 22-25, 2012
  - Deadlines
  - Paper Submission: Submission of papers: December 1, 2011
  - Registration:
    - Start of Registration: October 17, 2011
    - Early bird online registration: April 16, 2012
    - Latest online registration: May 10, 2012
- The ISCTE organising Committee
- A snapshot of ISCTE and Lisbon.

Detailed report can be found in the annex.

Paulo welcomed all members to come to Lisbon for 2012 Conference.

#### *Annex 11: Report on 2012 EMAC Conference*

#### *EMAC Future Conferences*

Gabriele Troilo, V.P. Conferences reported on the different conference activities

*Regional Conference*

It will be hosted by University Alexandru Ioan Cuza, Iasi, Romania, September 11-13. 48 papers have been submitted (39 empirical and 9 conceptual).

*Future Conferences*

- 2012: The 41st EMAC CONFERENCE will be hosted by ISCTE Business School/University Institute, Lisbon, May 22-25. The list of tracks, track chairs and co-chairs has been defined.
- 2013: The 42nd EMAC CONFERENCE will be hosted by the Istanbul Technical University, June 4-7. The contract will be signed during the Conference in Ljubljana.
- 2014: Negotiations should be started with University of Valencia.

It was mentioned that the 2013 Marketing Science Conference dates are close to the EMAC conference, both taking place in Istanbul. Gary Lilien indicated that there might be here a possibility to coordinate an interim event to bridge the gap between the 2 conferences and make the EMAC conference more attractive. Gary will start the discussion with Marketing Science.

*Annex 11: Report form V.P. Conferences*

**4. Any other business**

Veronica Wong thanked the Vice Presidents who are leaving the Executive Committee. A special thanks to Hubert Gatignon and Gary Lilien who have contributed significantly and have been immensely helpful. Udo Wagner will be moving to the challenging role of President-Elect. Special thanks to George Avlonitis, Past President for his excellent service. George will continue to serve EMAC in the EMAC Fellows Group. Veronica welcomed the new Vice Presidents – Peter Verhoef who would take the position of Vice President Membership and Roland Rust as Vice-President External Relations. She reiterated wishes of welcome for all new national representatives. Moving forward, EMAC needs all the enthusiasm and dynamism of the Executive Committee members.

**5. Date and time of next meetings**

- Lisbon, May 24, 2012, 14.00- 17.00

The President thanked all members for their attendance.

The meeting was adjourned.

\*\*\*\*\*

*ANNEXES:*

*Annex 1: Minutes of Executive Committee Meeting – June 2010 – Copenhagen*

*Annex 2: Financial situation*

*Annex 3: Report from Treasurer*

*Annex 4: IJRM Report*

*Annex 5: Report from V.P. Membership*

*Annex 6: Report from V.P .External Relations*  
*Annex 7: Climber Community Report*  
*Annex 8: Proposal for Susan Douglas Award*  
*Annex 9: Report on EMAC 2011 Conference*  
*Annex 10: Report on EMAC 2012 Conference*  
*Annex 11: Report from V.P. Conferences*