



## Steering Committee Meeting

Conference Call – March 22, 2012

**Present:** Sönke Albers, Roland Rust, Gabriele Troilo, Gerrit Van Bruggen, Peter Verhoef, Udo Wagner, Veronica Wong, Nina Payen

### *AGENDA*

#### **1. Welcome**

**Minutes of previous meeting - October 2011, Brussels**

#### **2. Issue requiring decisions**

2.1 Contract with Elsevier – *Sönke Albers*

2.2 Policies and procedures for awards – *Peter Verhoef*

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

3.1 EMAC 2<sup>nd</sup> Journal - Progress Report – *Sönke Albers*

3.2 Protocol for search for IJRM Editor – *Sönke Albers*

3.3 Financials – *Gerrit Van Bruggen*

3.4 EMAC Membership Survey – *Udo Wagner*

3.5 External Relations – *Roland Rust*

3.6 EMAC Membership – *Peter Verhoef*

3.7 Conferences – *Gabriele Troilo*

#### **4. Misc**

#### **5. Date and time of next meeting**

- May 22, 2012, 09.00 – 12.00, Lisbon, Portugal

## Action Points – Steering Committee Meeting – 22 March 2012

<b>Actions</b>	<b>Who</b>	<b>When</b>
<i>Elsevier Contract</i> - EMAC to look into the issues that EMAC wants to change in the contract and renegotiate with Elsevier	Sönke Albers	To report at next Steering Committee
<i>EMAC Awards</i> - To rework the proposal on policies and procedures for EMAC awards based on feedback, circulate to Steering Committee members before ST meeting in May, Lisbon	Peter Verhoef	To present at next Steering Committee meeting in May, Lisbon
<i>IJRM Editorship</i> Contribution of Elsevier towards the editor : Sönke and Gerrit to look into the financials of the journal	Gerrit Van Bruggen/Sönke Albers	To report at next Steering Committee meeting
<i>IJRM Search for Editor</i> To draft a protocol for the search for Editor	Sönke Albers	To report at next Steering Committee meeting
<i>EMAC Communication Channels</i> To add a point on EMAC communication channels on the agenda of the Executive Committee meeting: Objective - to set up a task force to push up our communication channels.	Veronica Wong/Nina Payen	For Executive Committee meeting, May, Lisbon
<i>AMA Proposals</i> - AMA – EMAC event: Identify a suitable local host. Roland will contact Bernd Skiera at University of Frankfurt.  -AMA membership proposal	Roland Rust	Immediate & report at next Steering Committee in May, Lisbon  To report at the Executive Committee meeting, May, Lisbon
<i>SIG Proposal</i> Proposal to make the SIGs, which are able to show continuity over time, a stable group within the EMAC community, to meet at the conference and organize a session without the need to submit their proposal through the regular review process. To develop a proposal for SIGs	Gabriele Troilo	To report at next Steering Committee meeting in May in Lisbon.

## Decisions taken at the Steering Committee meeting – 22 March 2012

- EMAC 2<sup>nd</sup> Journal - Klaus Wertenboch has agreed to take over the role of a launching editor under the condition of postponing the launch in the following way, that is announcing the journal at the annual conference in 2013 with submissions possible from July 2013 on so that the first issue can appear in 2014.  
Sönke will inform the Executive Committee at the meeting in Lisbon.  
**Decision for the launch of the 2<sup>nd</sup> Journal is now agreed and approved.**
- Following decision was taken for IJRM Editorship:
  - Sönke and Gerrit will look into the financials of the journal
  - **It was agreed to increase the EMAC contribution to 20.000 Euros for the support to IJRM**

## MINUTES OF MEETING

### 1. Minutes of Meeting – October 2011, Brussels

No points were raised and the minutes were approved.

*Annex 1: Minutes of Steering Committee – October 2011, Brussels*

### 2. Issues requiring decisions

#### 2.1 Contract with Elsevier

Sönke Albers reported on the contract with Elsevier which expires at the end of 2012 and which is to be renegotiated. Bronwyn Hemus, Elsevier representative, refused the renegotiation by referring to the clause “This Agreement shall be automatically renewed for five (5) year periods thereafter unless written notice of cancellation is sent by either party by registered mail to the other party at least twelve (12) months prior to the expiration of the relevant term.” EMAC did not send a written notice in time. However she is willing to look into the issue of changing subscriptions to online only if a member wants so. Sönke felt a bit ‘cheated’ as Bronwyn Hemus did indicate they there could be a renegotiation in 2012. The current relation between Elsevier and EMAC seems to be one with no trust. Though Bronwyn now promised to look into the issues, Sönke is not quite sure whether she is willing to do so.

He also mentioned that Elsevier is trying to make high margin in the journal business. They want to increase their margin at all rate.

Veronica thanked Sönke for his effort, and mentioned that the relationship is not the issue, but they are working on the “law” side, not on gentleman agreement.

The following points were raised:

- The need to look into the financial implication
- To check whether Elsevier has implemented an automatic increase every year,
- What has EMAC to commit to?
- EMAC has now a 5 year contract; what would be the possibilities and consequences if EMAC wants to renegotiate
- Identify the points that EMAC wants to change and use it as basis for negotiation

Sönke explained that the current rate as per the contract is 50 Euros, valid for 3 years; the 3 years are over. Given the longtime relationship EMAC has with Elsevier, it can renegotiate. In the future EMAC needs to be more mindful with the clauses of the contract

Sönke also mentioned the idea to have only an online subscription and wants to renegotiate on that basis; however this will have an implication on Elsevier's financials.

The other possibility might be to reduce the 50 € implicitly

Gabriele Troilo raised the question of Elsevier's contribution and Cecilia's salary, mentioning that if EMAC cannot renegotiate the contract with Elsevier, then it might negotiate an increase in Cecilia's salary. Sönke indicated that Elsevier is not supporting Cecilia's salary. Elsevier have their own support and can do the job of Cecilia. They has asked Sönke to contact other associations for get feedback on the full support that Elsevier provides. Sönke pointed out that Cécilia's job goes beyond that as she does others things for IJRM.

He also mentioend that Marnik is not in favor of the full service from Elsevier. Gabriele concluded by saying that EMAC needs to pack the issues together - Cecilia's salary and the contract with Elsevier

The decision was taken to allow Sönke to renegotiate with Elsevier.

## *Annex 2: Report from V.P. Publications*

### 2.2 Policy and procedures for EMAC awards

Peter Verhoef, V.P. Membership reported on the policies and procedures for EMAC awards. The proposal was put together with Roland Rust. He indicated that in the coming years, there may be new initiatives for new awards and this calls for a standard policy document, based on which decisions regarding new award initiatives can be made. The general policy and procedures are detailed in the attached document (Annex 2).

Peter and Roland provided some details:

- If the overall policy is general, some points are clear and precise - such as: the self-supporting element.
- The overall policy and procedures of awards should also be left to the judgment and wisdom of Steering Committee
- The policies and procedures document is only a proposal, which should be analysed by the Steering Committee, who should then propose the final version to the Executive Committee. Existing awards will not change; the new policies and procedures will be implemented for future awards.

Gabriele mentioned that 2 out of the 5 awards presented at the gala dinner are IJRM Awards.

It was stated that IJRM awards are not EMAC Awards, so they are out of this policy. Even though IJRM is EMAC journal, the nominations and selection for the award are done without asking EMAC. The IJRM awards are under the control of IJRM. Udo Wagner indicated that he is in favour of including IJRM award in the policy. All agreed to it. Veronica added that some policy should be there, not as a rule, but more of a guidance.

Some other points raised are:

- The need for EMAC needs to have sponsored awards
- Awards named after a person: can an award named after a person could be given to that person?

Decision was taken that Peter Verhoef would rework the proposal based on the feedback from the discussion, circulate the new document to the Steering Committee before presenting it to the Executive Committee at the next meeting in Lisbon.

## *Annex 3: Report on EMAC Awards- Policies & procedures*

### 3. Issues for reporting and updating

#### 3.1 EMAC 2<sup>nd</sup> Journal - Progress Report

Sönke Albers reported on the EMAC 2<sup>nd</sup> Journal – The Journal of Marketing Behaviour. A new search committee was formed, consisting of Berend Wierenga as the champion of the JMB and Don Lehmann. The committee came up with new names. Sönke was pleased to report that Klaus Wertenboch has been approached and has agreed to take over the role of launching editor under the condition of postponing the launch in the following way, that is announcing the journal at the annual conference in 2013 with submissions possible from July 2013 on, so that the first issue can appear in 2014. The Steering Committee agreed on this choice. Sönke will inform the Executive Committee at the meeting in Lisbon.

Klaus Wertenbroch might get some secretarial support from his school but this is not confirmed yet. There is no requirement with respect to the budget.

One comment was made on the possibility of Cécilia doing some work for the 2<sup>nd</sup> Journal.

Veronica thanked Sönke for the excellent job.

Decision for the launch of the 2<sup>nd</sup> Journal was agreed and approved.

#### 3.2 Protocol for search for IJRM Editor

Sönke also reported on the search for IJRM Editor. This has turned out to be a very difficult task, but he is pleased to report that currently two excellent co-editors Jacobs Goldenberg and Eitan Müller, both working at the same institution in Israel, have been approached. Both are currently area editors of IJRM and are willing to take over as next co-editors. The new editors are not in favor of the full service of Elsevier and would like to continue with Cécilia Nalagon. Cécilia, managing editor of IJRM is now employed by Tilburg University - which will no longer be possible when Marnik Dekimpe retired from his editorship. Cécilia wants to be regularly employed in order to benefit from social security. The current budget for her is 36,000 Euros from Elsevier and 15,000 from EMAC, which is not sufficient to maintain her current salary. Sönke has approached EIASM to see whether EIASM is willing to employ her. After some hesitation EIASM has agreed but at a cost of 1.67% of her salary as service charge. Our prospects for the editorship are not willing to work with another solution because Marnik has heavily advertised the excellent services of Cécilia. Sönke has informed Cécilia and she has asked for more time to think about it, so the issue is still open. It is not quite clear whether she is willing to continue.

Following questions and comments were raised:

- Does EMAC have more money to spend and what can EMAC do financially?
- If the new editors want so strongly Cecilia then they can “maybe” support some of Cecilia’s expenses.
- Will the editors decline if Cecilia does not accept? Sönke indicated that this may be a possibility and the situation will then be quite difficult.
- Gerrit indicated that though EMAC is still making losses, it has some reserves..
- Cecilia has done a very good job and IJRM is EMAC flagship, so it is a good reason why EMAC should be putting some money into it.

Following decision was taken:

- Sönke and Gerrit will look into the financials of the journal
- It was agreed to increase the EMAC contribution to 20.000 Euros for the support to IJRM

*Annex 2: Report from V.P. Publications*

### 3.3 Financials

Gerrit Van Bruggen indicated that there was nothing special to report on EMAC accounts 2011. The only comment is that EMAC might have a bigger loss in 2012

*Annex 4: Financial situation*

### 3.4 EMAC Membership Survey

Udo Wagner, President-Elect reported on the EMAC 2012 membership survey. Veronica thanked Udo for maintaining the tradition of the survey. The results of the 2012 survey compared to the 2010 one are encouraging. It is a relief to see that EMAC is holding up quite well. Overall there were some very interesting and encouraging comments. Udo will forward the comments on IJRM to Marnik Dekimpe. One point also that came out from the survey is EMAC communication channels. It might be interesting to set up a task force to push up EMAC communication channels. It was agreed to put this point on the agenda of the Executive Committee meeting in May.

It was also agreed to include the results of the survey in the May Chronicle and a segment results in the October issue.

*Annex 5: Report on EMAC Survey*

### 3.5 External Relations

Roland Rust, V.P. External Relations reported on 2 significant proposals.

1. American Marketing Association International Membership Proposal  
He explained the AMAC international membership proposal for EMAC members. The proposal is the following:
  - 20% discount on international memberships
  - Complimentary subscriptions to *Marketing News* and one academic journal
  - Discounted subscriptions to additional journals
  - Access to AMA Marketing Power web site resources
  - Discounts to conferences
  - Many other benefits
2. Secondly AMA has also made a proposal for an AMA/EMAC Event.  
This will be
  - 1 ½ day event
  - Invitation only
  - Top level presenters (both business and academic)
  - US/European presenters
  - Venue would be major European city with good airline connections
  - Local host/chair with good business connections
  - 100 attendees (50 academics plus 50 practitioners)
  - Conference largely self-supporting
  - AMA would help with travel for US speakers
  - Probable timing is Fall 2012 or (more likely) Spring 2013

Feedback from Steering Committee members were very positive.

- The two proposals were considered as adding value to EMAC membership.

- EMAC needs to find a suitable local host, someone with good connections and also a good location, easily accessible for the AMA-EMAC event. Roland proposed to contact Bernd Skiera from University of Frankfurt.

The 2 proposals will be presented to the Executive Committee in May in Lisbon.

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

### **3.6 Membership**

Peter Verhoef, V.P. memberships was pleased to inform that 2012 membership situation is good and there is no major issue to be reported.

*Annex 7: EMAC membership situation*

### **3.7 Conferences**

Gabriele Troil, V.P. Conferences presented the different activities:

*2012 Conference.* The 2012 conference in Lisbon seems to be a very successful one. There is a historical record of submissions (1.096), and a consequent historical record of accepted papers (563).

*2013 Conference.* The organization process is going ahead. The final list of tracks, track chairs and co-chairs has been finalized and the communication material is ready to be distributed at the Lisbon Conference.

*2014 Conference.* Communication with Enrique Bigné, University of Valencia, who is the potential Chairman of the Conference is still going on. Enrique has some concerns about the current economic situation in Spain, that could make some problems for the conference especially for the recruiting of sponsors.

*Future Conferences.* 2015 or 2016: Luk Warlop, K.U.Leuven expressed the interest of the university to organize the conference. Gabriele has provided Luk with the basic information to build a financial forecast of the conference.

*Proposal for the SIG.* Gabriele proposed make the SIGs (and every other one which is able to show continuity over time) a stable group within the EMAC community, to meet at the conference and organize a session without the need to submit their proposal through the regular review process. Since its launch in 2009, the number of SIGs has been quite stable (about 10). The SIG Tracks are as a new way to attract attendees at the conference and provide a new space for discussion and networking. Three of them (Stakeholders marketing, Marketing and design, and Multi-channel management) will organize in Lisbon their fourth SIG Track in a row. As the SIGs have not turned into thematic conferences, as was Gabriele's prior objective, his proposal is now to reward the SIGs which show the ability to survive and grow over time with a sort of "special statute" that allow them to organize their own session during the main conference on a stable and recognized way.

Feedback to this proposal was good. The only concern mentioned was the quality issue if the SIGs go out of the review process.

It was suggested that Gabriele develops a proposal to be presented at the Steering Committee meeting in May in Lisbon.

#### *Regional Conferences*

*2012 Conference.* The 2012 conference to be held in Belgrade is under way. The call for papers is still open and every process is under control.

*2013 Conference.* Gabriele is in touch with the National Representatives of the CEE countries in order to identify the next organizer. A possibility would be Poland.

Gabriele also explained that V.P. Conferences and EMAC fellows are involved in the Regional Conference process.

### *BIGMAC 7*

The next BIGMAC will be organized in December during the ANZMAC Conference. The process of identifying the EMAC Chair is underway. At the last conference in Ljubjana, the EMAC fellows have proposed to be more involved in the process, and Gilles Laurent has been asked to change the protocol in order to include this new role.

### *EMAC-KSMS Joint Symposium*

Following the 1<sup>st</sup> joint symposium to be held in Lisbon, the second one will be organized in Seoul, end of July 2012, during the Global Marketing Conference. The idea of this symposium resembles almost completely the BIGMAC one. So the idea is to make it a routine event, in order to strengthen the relations of EMAC in Asia. Gabriele will co-chairing the symposium.

### *Annex 8: Report from V.P. Conferences*

#### **4. Miscellaneous**

Veronica mentioned that the sponsoring from the Chartered Institute of Marketing does not look promising and should not be counted on.

She also indicated that Croatia would be interested in organizing EMAC conference

#### **5. Date and time of Next Meeting:**

The date of the next EMAC Steering Committee meetings

- May 22, 2012, Tuesday – 09.00 – 12.00

No further points were raised and the President thanked the members for attending the meeting and the meeting was adjourned.

#### **Annexes:**

*Annex 1: Minutes of Steering Committee meeting – October 2011*

*Annex 2: Report form V.P. Publications*

*Annex 3: Report on EMAC Awards – Policies and Procedures*

*Annex 4: Report on Membership Survey*

*Annex 5: Report from V.P. External Relations*

*Annex 6: Report from EMAC Fellows*

*Annex 7: Financial situation*

*Annex 8: Membership Situation*