



Steering Committee Meeting

Istanbul, 4 June 2013

Present: Sönke Albers, András Bauer, Maja Makovec-Brencic, Anne-Laure Marteaux, Nina Payen, Roland Rust, Peter Verhoef, Udo Wagner, Veronica Wong.

Apologies: Gerrit Van Bruggen

AGENDA

- 1. Welcome**
Minutes of previous meeting – March 18, 2013 Conference call
- 2. Issues requiring decisions**
 - 2.1 Ethical Guidelines for publishing
- 3. Issues for reporting and updating**
 - 3.1 Executive Committee – Udo Wagner
 - 3.2 Election Process – Udo Wagner
 - 3.3 General Assembly – Udo Wagner
 - 3.4 Membership – Peter Verhoef
 - 3.5 EMAC Communications Channel – Peter Verhoef
 - 3.6 Conferences – András Bauer
 - 3.7 Financials – Gerrit Van Bruggen
 - 3.8 External Relations – Roland Rust
- 4. Misc**
- 5. Date and time of next meeting**
 - October 24, 2013, 14 – 17h, Brussels, Belgium
 - March 2014, Conference call

Action Points – Steering Committee Meeting – 4 June 2013- Istanbul, Turkey

Actions	Who	When
Cancellation on Conference Conditions required for cancellation of an EMAC Conference Possibility to add this point in conference guidelines	Udo Wagner András Bauer	To report at next Steering Committee
Policy in case of emergency situation	András Bauer	To report at next Steering Committee

Due to the protest and potential unsafe situation in Istanbul, the steering committee meeting's agenda was changed to focus mainly and urgently on this situation as it might considerably affect the conference. The other points on the agenda were moved to later in the meeting.

MINUTES OF MEETING

The EMAC President Udo Wagner opened the meeting and welcomed Maja Makovec-Brencic as President Elect and Anne-Laure Marteaux as EMAC new Executive Secretary. He informed that Gerrit Van Bruggen is not here; due to a bad experience in Istanbul, he left the country.

Elif Karaosmanoglu, the conference host was present to brief the Steering Committee on the number of registrations so far and the potential impact that the situation in Istanbul might have on the conference registration.

So far the number of registration is 930 and 58 confirmed cancellations.

She explained the situation in Istanbul and briefed the members on the different actions and communication plans that they have implemented so far. She explained that in order to avoid any risk and as the situation was new and unpredictable, the first day (Sunday afternoon) of the doctoral colloquium was cancelled and the programme redone to integrate the cancelled sessions into the next days' sessions. For the main conference different channels of communication were used – announcement on website, emails, text messages, facebook, and mobile application to keep all the delegates informed. She also explained the contingency plans, should the situation deteriorate.

The Steering Committee decided to discuss the situation and the actions to address the most urgent issues.

Three points came out as a priority for discussion:

- EMAC official position to the situation in Istanbul and for the conference
- Implementation of decisions to cope with the situation and minimise risks for delegates
- Conditions for cancelling a conference

EMAC official position to the situation in Istanbul and for the conference

It was decided that an official statement from EMAC Steering Committee to all conference delegates was needed. This has to be communicated urgently to all delegates. It was agreed that it should be a clear message giving accurate information while not triggering a 'viral effect'. It should also give a clear position of EMAC.

All members gave their input on what should constitute on this message. Maja Makovec-Brencic, Veronica Wong, Nina Payen from EMAC Steering Committee and Elif Karaosmanoglu as conference host to give input on the situation wrote a first draft, which was then re-discussed with all members and finalised. The EMAC official statement signed off by the Steering Committee was communicated to all delegates via the different communication channels (email, text messages, mobile application, and website announcement).

Annex 1: Official statement from EMAC Steering Committee

Implementation of decisions to cope with the situation and minimising risks for delegates

The Steering Committee discussed with Elif Karaosmanoglu, Conference host and Cem Tuncel from Brosgroup, the congress bureau, about immediate decisions to be taken to ensure safety of all delegates and minimise risks for all, the implementation and communication plans. Among the most urgent ones:

- Relocation of hotels for all delegates staying in Taksim Square area at the heart of the protests. Give the possibility to all delegates who wish it to change hotel. The congress bureau will help them in finding another hotel.
- Precautionary steps and contingency plans
 - o Shuttles to drive delegates from hotels to conference venue and back. All delegates would have access to the shuttles, even for those who did not book via the congress booking system.
 - o Relocate the welcome reception to ITU and finish reception earlier in order to allow participants to return to their hotels earlier
 - o Relocate boarding/leaving the boats for the Bosphorus excursion to a location distant from Taksim square
 - o Assess the potential relocation of the conference dinner in the eventuality that the situation worsens or should there be any potential risks for the safety of the delegates. A decision on the relocation of the conference dinner would be taken on the Thursday June 6, due to the contract with Hilton where the conference dinner was planned.
 - o Communication via all channels to update delegates on timing of shuttles and any other relevant updates– announcement on conference website, email, text messages, mobile application and at the conference venue on boards and a message on the screen in all parallel session rooms.

All the decisions are to be implemented by the conference host in a diligent and timely manner.

General conditions for cancelling a conference

The EMAC Steering Committee pointed out that EMAC should have some general conditions for cancelling a conference. The situation in Istanbul was one that EMAC has never experienced and hence EMAC is not equipped to respond immediately to such a situation. The discussion focussed on what would be the conditions required for EMAC to take the decision to cancel a conference. All agreed on the following:

- In the case where the safety of delegates is at risk; casualty of any delegate (for example in riots) beyond the responsibility of EMAC
- National strikes which would prevent delegates from coming to the conference

It was proposed that the conditions of cancellation should be included in the conference contract and guidelines. András Bauer will draft this point, which would, after approval by the Steering Committee, be integrated in the EMAC conference contract and guidelines.

The discussion on the subject was closed and the steering committee resumed the agenda as planned.

1. Minutes of Steering Committee – March 18, 2013, Conference call

No points were raised and the minutes were approved.

Annex 2: Minutes of Steering Committee –March 18, 2013 Conference call

2. Issues requiring decisions

2.1 Ethical Guidelines for publishing

Sönke Albers, V.P. Publications, reported on publication. He mentioned the increasing submission rate of IJRM and indicated the special issues:

- The Path To Digital Conversion (Guest Editors: P. K. Kannan, Werner Reinartz, Peter Verhoef)
- Marketing And Innovation (Guest Editors: Gui Liberali, Stefan Stremersch, Roland Rust, Eitan Muller)
- Branding In A Digitally-Empowering World (Guest Editors: Tülin Erdem, Kevin Lane Keller, Dmitri Kuksov, Rik Pieters)
- The Entertainment Industry (Guest Editors: Jehoshua Eliashberg, Thorsten Hennig-Thurau, Charles B. Weinberg, Berend Wierenga)

He was also pleased to announce that the Journal of Marketing Behavior (JMB), starting in 2014 has been launched. The call for paper has been sent out. JMB will publish scientific articles that describe and explain human behavior in the marketplace, focusing on both consumers and managers. JMB targets high-quality research from researchers around the world. Klaus Wertenbroch (INSEAD) as launching editor, supported by leading behavioral marketing scholars as Associate Editors and members of the Editorial Review Board.

He was pleased to announce the constitution of the Ethics Committee.

The committee comprises of Sönke Albers, Eitan Muller (co-editor IJRM), Ben Lowe (University of Kent, UK), Marc Vanhuele (HEC, France), Christoph Fuchs (Erasmus University, NL) as well as Klaus Wertenbroch who has been officially appointed by Sönke Albers to the Ethics Committee.

The committee will work on the ethics guidelines. To this end, a meeting is planned on Wednesday June 5, 2013.

3. Issues for reporting and updating

3.1 Executive Committee

Udo Wagner, President, announced that there are new members elected on board the Executive Committee. A comment was made to merge Macau and Hong-Kong in the membership list.

He mentioned that the new structure of the Executive Committee meeting in October will be discussed at the Executive Committee meeting and national representatives will give their feedback on whether they approve the new structure.

3.2 Election Process

Udo reported on the 2014 elections. Some V.P. positions will become vacant, but the current V.P. can be re-elected - Peter Verhoef, Sönke Albers and Roland Rust respectively as Vice-President Membership, Publications and External Relations.

Sönke Albers announced that he will not stand for the next term of office. He indicated that he agreed the position of V.P. Publication as an 'interim' because no former editor of IJRM was available who usually take over this position because of their comprehensive experience in the field of publications. Peter Verhoef has not decided yet and Roland Rust agreed on running for another term. The election time frame has been changed as decided at the last Steering Committee. Indeed, the elections will be conducted after the Steering Committee October meeting.

Annex 3: EMAC Election procedure

3.3 General Assembly

Peter Verhoef proposed to conduct the General Assembly during the next Executive Committee as not a lot of members attend the General Assembly.

3.4 Membership

Peter Verhoef, V.P Membership reported that for 2013, (May Figures): there are 1157 members which seems to be a record mainly due to the 2012 conference attendance. According to Peter Verhoef, these figures confirm the need of having strong conferences. In term of membership, Germany is the strongest and keeps growing. There is a big decrease for Canada and France in 2012 but in 2013, there is an increase in the French membership as more French people attended the 2012 conference. This variation in membership in some countries can be attributed to the conference attendance from specific countries and to local adhesion. Peter Verhoef pointed out that it is important to organize good conference as it has a strong impact in terms of membership. Udo Wagner is a bit concerned about Japan and New Zealand but for New Zealand it is more related to travelling budgets rather than to the conference.

Annex 4: Membership Situation

3.5 EMAC Communications Channel

Peter Verhoef, V.P Membership reported that in the last Steering Committee, it had been decided to revamp the EMAC website. A new website has been created. Regarding the communication task force group, no communication strategy has been put in place but they will try to have a plan ready for fall. Udo Wagner suggested to add new members to the task force group. Peter prefers to set a meeting in October and if it does not work, then skip the group.

3.6 Conferences

András Bauer, V.P Conferences announced that for the 2013 Regional Conference, 85 papers were submitted. He reported then on the future conferences state of progress. For the 2014 Regional Conference (Katowice), a letter of intent has been signed and the contract will be signed soon. For the 2015 Regional Conference, there is no candidate so far. For the 2014 Annual Conference in Valencia, the website is ready and will be presented to the Executive Committee. For the 2015 Annual Conference in Leuven, the contract is going to be signed. For the 2016 Annual Conference, there are two candidates: Norway (BI Oslo) and Cyprus (Limassol) and András Bauer will have a meeting with this new candidate.

András Bauer reported on 3 issues to be solved:

1. Special Interest Group (SIG): there is a controversy this year as people received contradictive information regarding the proposal (full paper or abstract) and submissions for SIGs ended up with both. For 2014, András Bauer proposed to have full paper. Roland Rust proposed to make full paper optional and Maja Makovec-Brencic reminded that SIG were created to open topics, add more detailed topics and subjects that were not in the standard tracks.

She indicated that if authors have to provide full paper, this could be demotivating. Currently for SIG, the proposal should include a general objective/abstract for the topic and short abstracts with author's name, co-authors, and affiliations for the different papers to be presented. András Bauer pointed out that SIGs bring in more delegates. In the end, it has been decided that András Bauer will recommend full papers as optional to the Executive Committee and will talk to Enrique Bigne about it.

2. Regional reviewers: András Bauer reported that for the 2013 Regional Conference, they encountered problems with recruiting reviewers. Hence, he proposed to have a track chair for the future conferences to solve this issue. Peter Verhoef proposed that 4 track chairs review papers. Maja Makovec-Brencic thinks that reviewers are fine. Everyone agreed on the fact that having a track chair is a good idea and András Bauer proposed Vesna Zabkar as one track chair.
3. Policy in case of emergency situation: András Bauer pointed out that there is no policy in case of emergency situation and proposed to create a database with all Executive and Steering Committee contact details as well as to implement a policy. He will therefore try to have a policy ready for the Steering Committee meeting in October.

3.7 Financials

In the absence of Gerrit Van Bruggen, Treasurer, Udo Wagner, EMAC President, reported briefly on the financials. They are better than expected! In 2012, there is a 'predicted' loss but it turned out smaller. Measures such as increasing the membership fee, increasing conference host's contribution and stopping discounts on membership to PhD students attending the conference have been taken to control the situation. 2013 estimates even show a slight profit.

Annex 5: Financial Situation

3.8 External Relations

Roland Rust, V.P. External Relations, reported on four major initiatives that have been taken:

1. The EMAC McKinsey Marketing Dissertation Award: Sönke Albers, as V.P. Publications, chairs the jury and along with Roland Rust and two representatives of McKinsey, made a preliminary selection. 20 shortlisted papers went for review. After all reviews were available, a conference call was organized with the McKinsey jury members to select the three finalists. Roland Rust reminded that this year's competition has very good papers. It was difficult to select the three finalists as the quality of the papers was high. He explained the selection procedure – ratings were attributed to the papers. The jury finally came up with the 3 finalists.
2. The first joint event of EMAC and the AMA: Roland Rust announced that we are moving ahead with the EMAC-AMA joint event to be held in Rotterdam at Erasmus University in May 27-28, 2014. Conference co-chairs will be Roland Rust, Gui Liberali, Eitan Muller, Stefan Stremersch. The conference will include both invited presentations and contributed presentation and will have a mix of academics and practitioners, by invitation only.
3. Special Issue of IJRM:

In conjunction with the above conference, there will be a special issue of IJRM, co-edited by the co-chairs. A joint call for papers for both the conference and the special issue has been issued.

4. EMAC co-sponsoring a Global Marketing Conference in Singapore: KSMS/GAMMA organizes the fourth GMC conference, 2014. EMAC will co-sponsor along with AMA and several other Asian marketing associations, this event to be held in Singapore. EMAC will not have to pay anything as the co-sponsorship consists of branding. Peter Verhoef, V.P. membership, suggests publishing the event on the EMAC website but Roland Rust finds it too premature as no date is yet fixed.

Annex 6: Report from V.P. External Relations

4. Miscellaneous

No points were raised.

5. Date and time of Next Meeting:

- October 24, 2013, 14 – 17h, Brussels, Belgium
- March 2014, Conference call

The meeting was adjourned.

Annexes:

Annex 1: Official statement from EMAC Steering Committee

Annex 2: Minutes of Steering Committee –March 18, 2013 Conference call

Annex 3: EMAC Election procedure

Annex 4: Membership Situation

Annex 5: Financial Situation

Annex 6: Report from V.P. External Relations

EMAC Conference update

EMAC would like to inform all the delegates of the EMAC Annual conference that the conference will proceed as planned.

In the interest of the safety of delegates and accompanying persons EMAC provides the following guidelines:

- In recent days there have been large protests and confrontations in the Taksim Square. You are strongly advised to avoid this area.
- Delegates and accompanying persons who are staying in the vicinity of the Taksim Square, are strongly advised to contact the local organizer - Mr. Engin Varol (+90 555 867 76 86), Mr. Sedat Butun (+90 543 217 44 18) as hotline for further information and advice on potential relocation of hotel.
- Delegates not registered through the official website can also contact the local organizers on the hotline, Mr. Engin Varol (+90 555 867 76 86), Mr. Sedat Butun (+90 543 217 44 18)
- In the event of any changes of the conference logistics delegates will be informed by the conference organizer via email, website.

There will be regular updates on the website www.emac2013.org and we advise delegates to check them regularly.

The EMAC Steering Committee



Steering Committee Meeting

Conference Call – 18 March 2013

Present: Sönke Albers, Andras Bauer, Gerrit Van Bruggen, Peter Verhoef, Udo Wagner, Andras Bauer, Veronica Wong, Nina Payen

Apologies: Roland Rust

AGENDA

1. Welcome

Minutes of previous meeting - October, Brussels

2. Issues for reporting and updating

- Report from VP Publications – Sönke Albers
 - Ethical Guidelines for Publishing
 - Journal of Marketing Behavior
- EMAC Statutes – Udo Wagner
- Election Process – Udo Wagner
- Membership – Peter Verhoef
- EMAC Communications Channel – Peter Verhoef
 - Relooking of EMAC website – Nina
- Conferences – Andras Bauer
- Financials – Gerrit Van Bruggen
- External Relations – Roland Rust
- Report from EMAC Fellows – Udo Wagner

3. Miscellaneous

4. Date and time of next meeting

- June 4, 2013, 9.00 – 12.00, Istanbul, Turkey
- October 24, 2013, 14.00 – 17.00, Brussels, Belgium

Action Points – Steering Committee ‘Conference Call’ Meeting – 18 March 2013

Actions	Who	When
Ethical Guidelines for publishing. Sönke to set up a committee to investigate the ethical guidelines for publishing. The committee will include the editors. It was decided that these guidelines should remain general.	Sönke Albers	To report at next Steering Committee
EMAC Executive Committee To reinstate the Executive Committee meeting in October, but on a different structure – 4-5 groups reflecting on specific issues. To schedule and set up the meeting To put on agenda on next Executive Committee	Udo Wagner Nina	To report at next Executive Committee in Istanbul Immediate
Election Process For 2013 elections: Elections to be conducted in November (after the October meeting) Discussion of potential candidates as standard agenda point for Steering Committee meetings in May/June	Nina	To implement for next elections
Redesigning the EMAC Website Steering Committee members to send comments on the new website to Nina	Nina Payen	Immediate action
EMAC Communication Channel Peter will get in touch with the task force for output – Task force work on ‘Develop a communication mix for EMAC, which is sustainable for a period of minimal 5 years. Within this plan, they should come up with specific recommendations for specific channels’	Peter Verhoef	To report at next Steering Committee meeting
Financials Gerrit to prepare a budget estimation	Gerrit van Bruggen	To report at next Steering Committee meeting
2014 Conference fee & membership fee 2015 Membership fee collected at 2014 conference for 2015 membership remains at 125 Euros. Andras Bauer to communicate to Conference host	Andras Bauer	Immediate

Decisions taken at the Steering Committee meeting – 18 March 2013

- **EMAC Statutes**
It was decided not to change the EMAC Statutes. It was generally agreed and approved to reinstate the Executive Committee meeting in October, but on a different structure – 4-5 groups reflecting on specific issues.
- **Elections**
 - Elections should be an item on every Steering Committee meeting agenda to discuss possible nominees
 - Elections to be conducted in November (after the October meeting)
- **Membership fee - EMAC Conference 2014 – Valencia**
It was decided to keep the conference fee same as in Istanbul, i.e. 460 Euros
Membership fee collected at 2014 conference for 2015 membership remains at **125 €**

MINUTES OF MEETING

The EMAC President Udo Wagner opened the meeting and welcomed all members

1. Minutes of Steering Committee Meeting – October 2012, Brussels

No points were raised and the minutes were approved.

Annex 1: Minutes of Steering Committee – October 2013, Brussels

2. Issues for Reporting and Updating

2.1 Report from VP Publications

Sönke Albers informed that

- IJRM is in good shape. Some new things are under way, such as the replication policy and the policy of more desk rejections.
- Journal of Marketing Behavior is in development. Klaus Wertenbroch has been invited for an ‘invited’ session at the EMAC conference.
- EMAC has secured the trademark for the new journal. The publisher is designing and developing the website. Klaus has created an area editor board. He will also contribute in the next Chronicle.
- Jan-Benedict Steenkamp is the winner of the ‘EMAC Distinguished Marketing Scholar Award 2013’. He will give a presentation in a special session at the Conference in Istanbul.
- Ethical Guidelines for Publishing: Sönke informed that he has not created a committee. After consultation with several people, it did not seem as a wise idea. The reason is that publication ethics would usually be implemented for journals and the editors are then responsible for these publication ethics. If EMAC creates some ethical guidelines for publishing and the editors are not in agreement with these, this might create a conflict. Sönke is not in favor of writing an ‘EMAC ethical guideline’. He indicated that there are some good codes of conduct available on the internet. However if the Steering Committee wants to go ahead with this idea, he will create the committee.

Several observations were made:

- There is a need to clarify if EMAC wants a code of conduct for submitting a paper to a journal.
- The ethical guidelines for publishing should be more of a general nature. It’s the principle of good behavior. It is very difficult to define.
- Leave the guidelines to the responsibility of the editors.
- Suggestion to write some broad ethical guidelines to be posted on the EMAC website. It could refer to EMAC views on good behavior in marketing science, what EMAC stands for. It is important that EMAC signals that ethical behavior is important for the association.
- It could be a one page statement on the importance of scientific integrity.
(see AMA statement of ethics)
- The guidelines should be around global policy that cut across all publications.

After some discussion, it was decided that Sönke will form a committee to investigate on publication ethics. The editors should be part of the committee. The publications ethical guidelines should be general enough that future editors can work with.

2.2 EMAC Statutes

Udo reported on the outcome of the task force on EMAC statutes. The task force recommended the following:

- Not to change the statutes
- To reinitiate the Executive Committee meeting in October, but on a different format. Proposal is to have groups of 5-6 members to discuss on specific issues (issues to be identified prior to the meeting). Outcome of group work would then be shared and discussed in the meeting. This would bring a more 'dynamic and active' aspect to the meeting.

The idea was considered as innovative. All supported the idea and Udo's proposal was approved.

The October Executive Committee meeting will be reinitiated; Nina will follow up on the arrangement and practicalities.

It was also suggested that:

- One person of the task force should oversee the meeting.
- One member of the steering Committee should be part of each group.
- The Steering Committee should meet the day (afternoon) prior to the Executive Committee meeting.
- Topics for the group discussion should be identified in advance and Executive Committee members should choose a group (may be via a doodle).
- The different groups could be proposed at the meeting in Istanbul and chairs identified.

Peter Verhoef noted that the idea is good as it will create stronger links in the Executive Committee; however his experience with task force shows that it is difficult to get people on board.

On the General Assembly attendance issue, Udo stated that members do not take the General Assembly very seriously and EMAC has to live with that.

It was also pointed out that to make the groups and task force successful, there need to be good leadership in the group, have good outcome. The outcome can be shared at the General Assembly.

Annex 2: Report from task force on EMAC statutes.

2.3 EMAC Election Process

Udo Wagner mentioned that there were some frustrations at the last elections.

Following a discussion on the current election process, the following decisions were taken:

- Elections should be a point for discussion on the agenda of each Steering Committee meeting.
- Possible nominations should be discussed at the meeting, before the launch of the elections.
- Elections should be conducted then in November (after the Steering Committee meeting in October).

Nina will implement the new process.

Annex 3: Election Process

2.4. EMAC Membership

Peter Verhoef reported on the membership situation. The situation has not changed since the last time.

For 2012: we have 1032 members.

He has contacted the relevant national representative when there was a major drop in membership in the country.

Andras Bauer indicated the Regional Conference will bring in additional members.

Peter also mentioned that many EMAC members are only a one time member. There is only a small group of loyal members.

Annex 4: Membership situation

2.5 Communication Channels

Relooking of the EMAC website: All members have received the link to the new website. Overall it looks good, more 'modern'. Steering Committee members were requested to send their comments to Nina. The website should be ready to be launched at the EMAC conference.

Communication Task Force: Peter reported on some issues related to the task force.

- The task force was stuck with the 'competitive analysis
- Peter will get back to the task for their output – Task force work on 'Develop a communication mix for EMAC, which is sustainable for a period of minimal 5 years. Within this plan, they should come up with specific recommendations for specific channels'.

It was decided that if there is no tangible output from the task force, the 'redesign' of the website will be presented as an outcome.

2.6 EMAC Conferences

Andras Bauer pointed out that in Peter's reporting at the General Assembly, the Conference Facebook can be mentioned.

EMAC 2013: Andras then reported on EMAC 2013 in Istanbul. All have gone very smoothly. The review process is now over and notifications have been sent out on time. The gala dinner has been moved to a more convenient and easier location.

Andras indicated that the invited sessions will be on the following topics:

- Marketing behavior, which will be linked to the Journal of Marketing Behavior.
- Emerging market - chaired by K. Pauwels, – topic connected to Turkey.

EMAC 2014 Valencia: Andras indicated that Enrique Bigne, the conference chair is looking into a more innovative approach, to implement some more interaction into the conference, like intelligent white boards.

EMAC 2015: Luk Warlop from KUL Leuven is already working on the conference.

EMAC 2016: B.I. Norwegian School is interested. Peter indicated that he can also work on that with B.I.

Regional conferences

- Regional Conference 2013 in St Petersburg: The website is up and running. The Call for paper has gone out.
- 2014: Poland has shown interest. The University of Katowice is supporting the initiative and Maja Szymura-Tyc has started to work on it.
- 2015: Zagreb and Vienna have shown interest.

Erasmus Symposium: The symposium is very close to EMAC 2014 Valencia conference. It could be considered as a preliminary/pre-event.

The question of cannibalization effect for EMAC conference was raised. It was pointed out that EMAC does not have a lot of influence on it. The symposium is sort of an initiative of Stefan Stremersch's group.

Peter pointed out that the symposium should be looked as an initiative that EMAC supports. Gerrit added that delegates of the event should be stimulated to attend the EMAC conference.

Annex 5: a. Report on the Erasmus Symposium

b. Report – Visit to Valencia

2.7 Financial Situation

Gerrit Van Bruggen briefly reported on the EMAC accounts. He audited EMAC accounts.

2012 figures are negative, but the loss was expected, due to an increase in secretariat contribution, increase in VAT, a slight decrease in membership due to a slightly lower conference attendance in Ljubljana.

It was proposed that Gerrit will present budget estimation for the next meeting so as to allow in the future comparison of actual and projected figures.

It was also mentioned that the higher number of delegates in Lisbon, the increase in membership fee (100 Euros for 2013 and 125 Euros for 2014, the increase in contribution from conference hosts will help improve EMAC Financials.

Andras requested the confirmation of the 2015 membership fee, which will be collected at the EMAC 2014 conference. It was decided that Membership fee collected at 2015 will remain at 125 Euros. Andras Bauer will communicate this to the Conference host.

Annex 6: EMAC Financial Situation

2.8 External Relations

In absence of Roland Rust, Udo reported on the External Relation.

There are four major initiatives to report:

1. The first joint event of EMAC and the AMA. This will be a conference on Innovation & Marketing to be held in Rotterdam at Erasmus University in May 29-30, 2014.
2. In conjunction with the above conference, there will be a special issue of IJRM, co-edited by the conference co-chairs.
3. The EMAC/McKinsey Dissertation competition is already underway, and Sönke Albers and Roland have already narrowed down the set of initial submissions to a reduced set that is currently out for review.
4. Thanks to the efforts of Udo Wagner EMAC will co-sponsor a Global Marketing Conference in Singapore on July 24-27.

Annex 7: Report from V.P. External Relations

3. Miscellaneous

EMAC Awards: Nina reported on the awards. Both, the Best Paper Award based on a Doctoral Dissertation and the Susan Douglas Award are under way.

- 81 Papers are eligible for the Best Paper award.
- The track chairs are in the process of nominating papers eligible for the Susan Douglas Award.

4. Date and time of Next Meeting:

The date of the next EMAC Steering Committee meetings

- June 4, 2013 – Istanbul, Turkey, 9.00 – 12.00,
- October 24, 2013 Brussels 14.00 – 17.00

No further point was raised. The meeting was adjourned.

Annexes:

Annex 1: Minutes of Steering Committee meeting – October 2012

Annex 2: Report from task force on EMAC statutes.

Annex 3: Election Process

Annex 4: Membership situation

Annex 5: a. Report on the Erasmus Symposium

b. Report – Visit to Valencia

Annex 6: Financial situation

Annex 7: Report from V.P. External Relations

Annex 3: EMAC Election procedure

The Executive Secretary invites members to make nominations for posts falling vacant on the Executive Committee.

Time frame

As per decision at Steering Committee March 2013, the EMAC elections are conducted in the Fall prior to the next EMAC Annual Conference

- 1st Round – Nomination : Week November 4, 2013 of the current year (after the October Steering Committee)
Deadline for Nomination 20 November 2013
- 2nd Round – Elections –29 November 2013

Deadline for Election: 18 December 2013

Notification of Results – 21 or 23 December 2013

Elected officers take office after the General Assembly at the EMAC Conference following the elections

Procedure

- Nominations shall be endorsed by the nominee.
- Nominations for the posts of President and Vice-President shall include a short policy statement by the nominee, to be sent out together with the ballot.
- Nominations for the posts of National Representative shall include a short policy statement by the nominee, to be sent out together with the ballot.
- In the event of there being more than one nomination for a post, a ballot prior to the Annual Conference will be held.

Election:

- Each member of the association is entitled to make a nomination for any post. Self-nominations are unacceptable.
- Each member of the association is entitled to cast one vote for the election of any member of the Executive Committee
- The General Assembly validates the Executive Committee members

The terms of appointment of the officers shall be as follows:

- President: 2 years
- Past President: 1 year
- President-Elect: 1 year
- Vice-Presidents: 3 years
- Treasurer: 3 years
- National Representatives: 3 years

The outgoing President becomes automatically the past President.

If any of the officers fails to complete his/her term of appointment, then his/her replacement shall serve the term set out above.

The mandates of the Vice Presidents, the Treasurer and the National Representatives can only be renewed once for the same term of appointment.

Annex 4: Membership situation (May 2013 figures)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013 (as of 15th of May 2013)
Albania				1			1				
Argentina			2		1		1	2	2	1	
Australia	15	38	49	13	49	48	38	39	35	34	36
Austria	19	26	22	15	26	35	30	36	45	46	49
Belgium	24	27	34	10	33	38	40	31	41	47	51
Bosnia			1	1	1					1	3
Brazil	3	13	7	1	13	10	6	4	5	10	13
Bulgaria		1	1	1		1			1	1	1
Canada	7	13	18	7	19	23	24	22	18	27	10
Chile			1	1	1	2				1	1
China					1	1	2	2	2	2	4
Colombia						1					
Croatia	1	1	2		1	7	6	11	14	9	11
Cyprus	2	1	2	1	2	1	2	2	1	3	2
Czech Republic	1	1				1	3	1		1	2
Denmark	12	14	9	7	21	18	11	28	30	21	24
Estonia									1	2	1
Finland	14	23	28	7	19	27	20	24	27	22	33
France	28	33	45	24	60	83	72	106	101	68	81
Germany	39	55	88	41	89	132	134	128	172	166	188
Greece	7	12	19	11	56	33	33	30	31	26	28
Hong Kong	2	4	2	1	2	2	2	1	1	2	5
Hungary	2	6	2	5	5	10	8	9	27	19	18
Iceland		3	2		5	8	4	3	2	1	2
India	1		2	1	3	3				1	
Ireland	9	8	13	6	17	14	12	14	7	6	5
Israel	1	2	6	1	3	6	4	5	4	6	9
Italy	12	20	51	13	37	28	35	22	33	30	34
Japan	3	7	5	3	5	9	7	5	9	8	5
Jordan										1	1
Korea		1	1		5	13	1	6	2	6	19
Lichtenstein			1	1							
Lithuania						1		1	2	2	4
Luxembourg											1
Macau						1		2	1	3	4
Malaysia					1	2	1	2	3		
Malta					1			2			
Marocco	1	1	1								
Mexico			1				3	1	2		2
Monaco								1			
Netherlands	49	62	57	36	51	70	72	60	71	61	75
New Zealand	8	8	25	4	18	6	7	9		9	5

Norway	11	13	16	4	17	10	14	21	17	19	30
Peru								1		2	
Philippines								1			
Poland		1	2	1	4	2	1	2	5	8	5
Portugal	20	23	19	8	14	23	21	28	34	28	52
Qatar		1									2
Romania			1	1	2	3	9	16	20	15	8
Russia	1	3			2	4	13	14	10	10	8
Serbia					1		1	8	10	5	11
Singapore	1		1		1	1		1		1	5
Slovakia							2				
Slovenia	5	4	3	4	10	8	8	7	11	20	8
South Africa	2	4	3	3	6	5	7	8	5	4	5
Spain	31	103	75	34	74	77	81	64	74	64	82
Sweden	14	8	14	5	11	8	6	13	15	8	14
Switzerland	5	11	19	14	38	32	29	39	36	29	43
Taiwan			2		2	2	1	2	3		
Thailand		2				2	1		1	1	2
Tunisia					1	1					1
Turkey	1	2	1	1	6	5	3	10	7	8	11
U.K.	60	95	118	40	119	139	99	102	92	104	93
Ukraine										1	
United Arab Emirates			1		1	1	2	1	1	1	1
U.S.A.	26	41	54	31	73	66	58	71	60	58	51
TOTAL	438	696	827	358	927	1023	935	1018	1101	1030	1157

Statement of Income & Expenditures as per May, 3th 2013

<u>Income</u>	<u>2013</u> €	<u>2012</u> €
Income previous years		
Individual Fees	113.464,46	84.764,34
Contribution from Annual Conference	15.000,00	6.000,00
EMAC Regional Conference		9.220,00
Income from royalties (IJRM)	32.000,00	36.930,69
Interests	1.800,00	1.884,17
	162.264,46	138.799,20
<u>Expenditures</u>	<u>2013</u> €	<u>2012</u> €
Annual Conference expenses	1.500,00	1.519,95
Representation costs President/ VP	362,00	
Executive Committee (intermediate meeting)	2.330,00	
Steering Committee	400,00	393,80
Journal (IJRM)	59.800,00	54.847,25
Journal previous year		575,12
Second Journal JMB		900,00
Support to IJRM	17.000,00	17.758,26
Chronicle	1.000,00	1.000,00
Practice Price (Marketing Science)	2.000,00	
Doctoral Colloquium expenses		
Doctoral Colloquium administration		
Doctoral Colloquium special rate	10.350,00	10.350,00
Sponsoring Membership Fee students		12.285,00
EMAC Bursary	4.600,00	3.220,00
Emac Regional Conference	5.000,00	595,00
Emac Regional Conference		9.220,00
Registration Tax	342,24	163,64
Tax on royalties	3.384,44	3.647,70

Publication Statutes		<i>120,00</i>	
Electronic Resources			
Contribution for secretariat		45.013,00	36.712,00
Administrative costs	993,00	4.000	4.457,27
Bank & BCC costs		116,37	966,99
Result of the year		<u>4.946,41</u>	<u>-19.812,78</u>
		162.264,46	138.799,20

Administrative costs

	€
Stamps	
Copies	
Phone fax	
IT	600,00
Supplies	
Insurance Board	
Honorarium Lawyer	
Accountant	393,57
	<u>993,57</u>

The role of the VP External Relations is to coordinate links to other organizations.
Four major initiatives to share with all members:

The first joint event of EMAC and the AMA

We are moving forward on the first joint event of EMAC and the AMA. This will be a conference on Innovation & Marketing to be held in Rotterdam at Erasmus University in May 29-30, 2014. Conference co-chairs will be Gui Liberali, Eitan Muller, Stefan Stremersch and myself. The conference will include both invited presentations and contributed presentation. We have some outstanding speakers already lined up. The conference will have a mix of academics and practitioners, by invitation only.

Special issue of IJRM

In conjunction with the above conference, there will be a special issue of IJRM, co-edited by the above co-chairs. We have issued a joint call for papers for both the conference and the special issue.

The EMAC McKinsey Marketing Dissertation Award

The EMAC McKinsey Marketing Dissertation award is now in its fifth year and has been successful since its launch. Sönke Albers, EMAC V.P. Publications chairs the selection jury. The award will be announced at the award ceremony at the EMAC conference in Istanbul on June 4-7, 2013, following a special session where the three finalists will present their work before the award jury

Look for the EMAC-McKinsey dissertation award special session at EMAC Conference in Istanbul!

EMAC co-sponsoring a Global Marketing Conference in Singapore

Thanks to the efforts of Udo Wagner we will co-sponsor a Global Marketing Conference in Singapore on July 24-27. I have also been able to arrange for AMA to be a co-sponsor, so this Asian event, also sponsored by several Asian marketing associations, will increase in prestige, and our sponsorship will be even more significant.

Roland RUST

EMAC VP External Relations