



# EMAC 2012 Survey

- **Description of the Sample**
- **The reasons for joining EMAC**
- **Satisfaction with EMAC Annual Conferences' Attributes**
- **Satisfaction with EMAC Services**
- **IJRM**
- **Newsletter**
- **Chronicle**

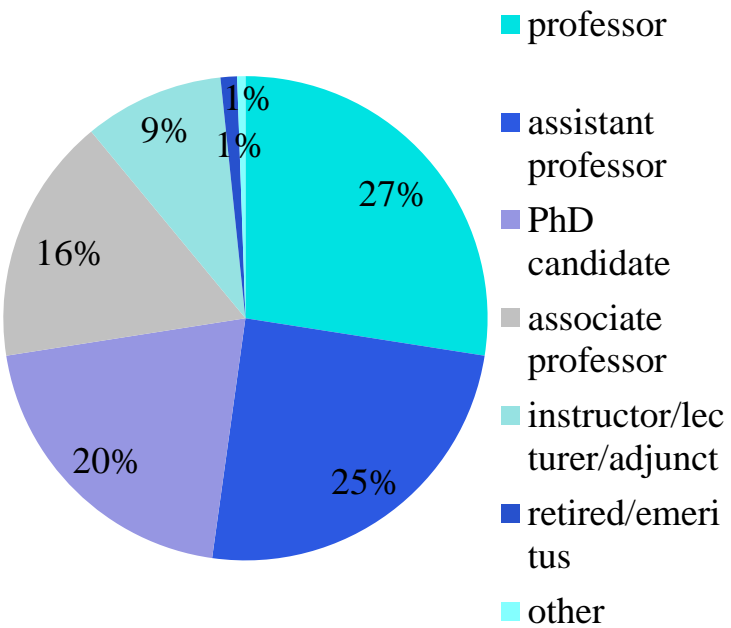


# EMAC 2012 Survey - Sample

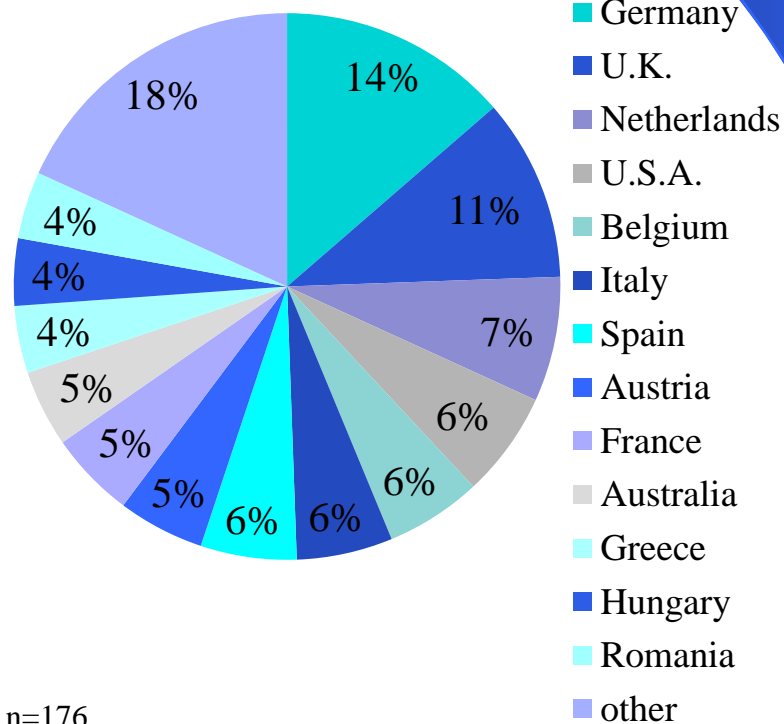
Average age: 39, range: 24 – 74 (n=176)

60 % male, 40 % female (n=183)

98 % are affiliated with universities (n=183)



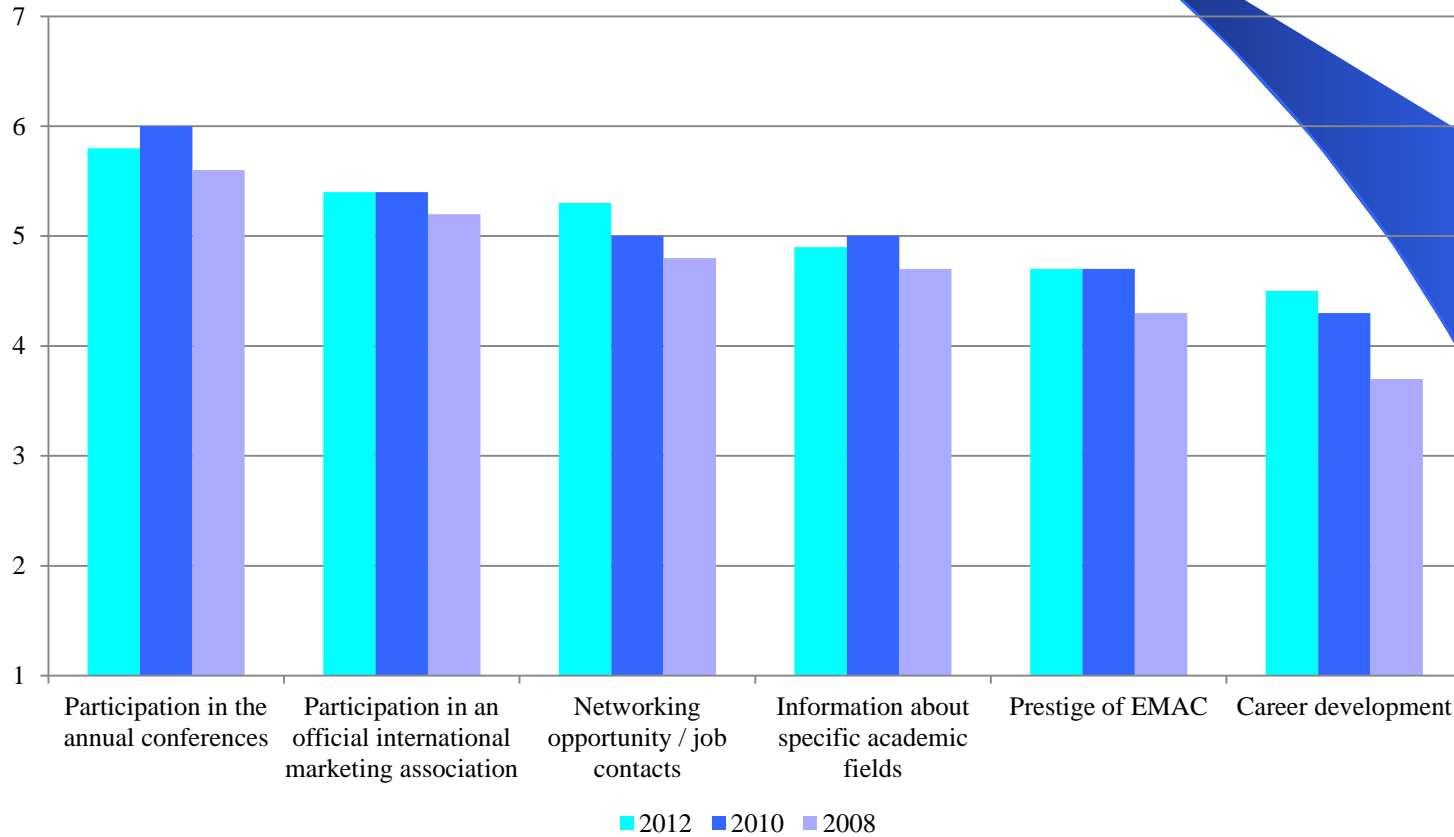
n=182





# EMAC 2012 Survey

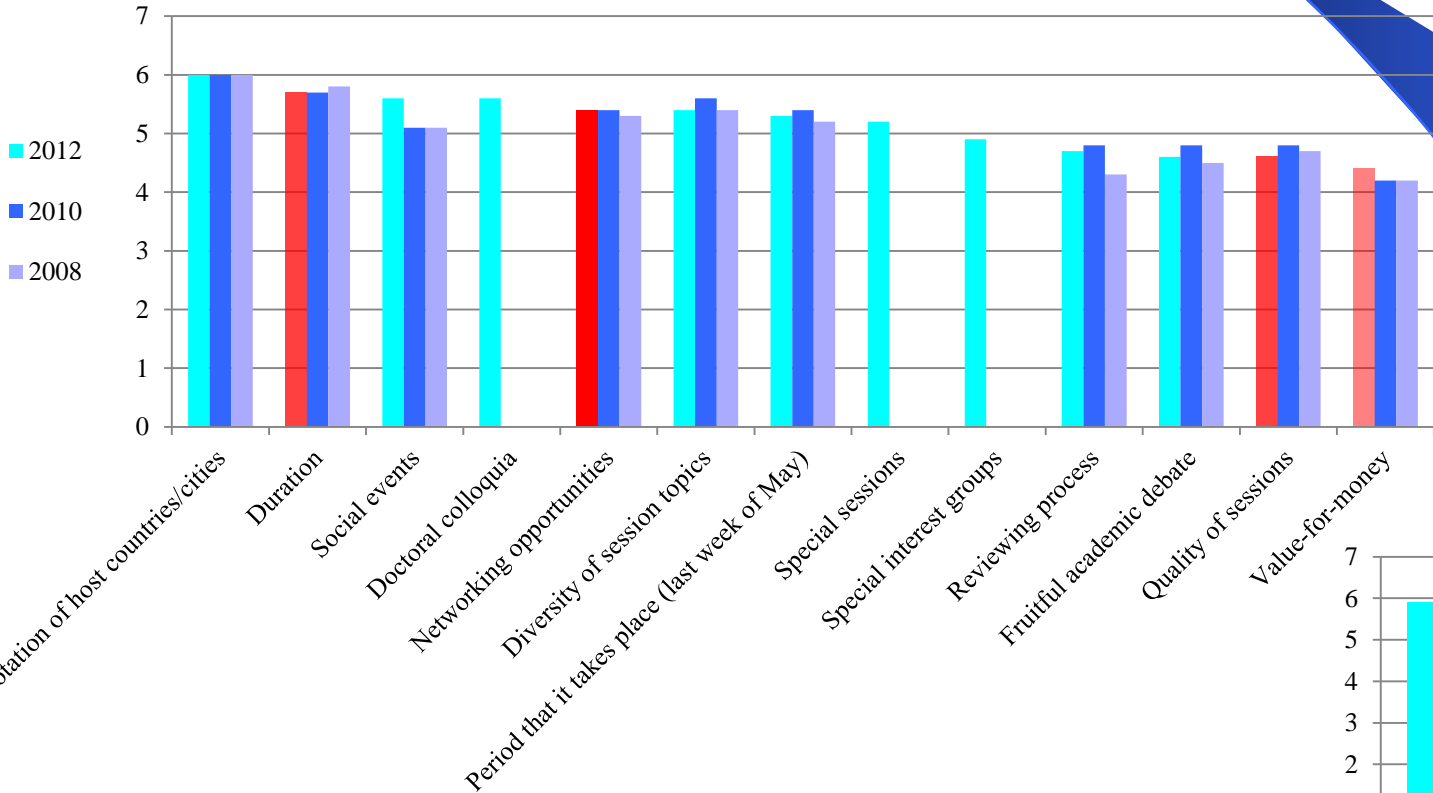
## Reasons for Joining EMAC



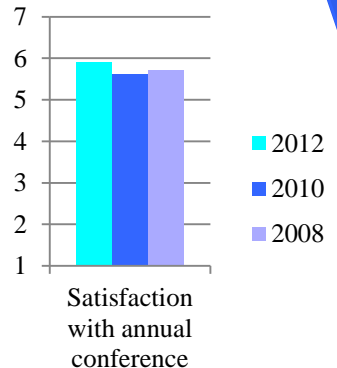


# EMAC 2012 Survey

## Satisfaction with EMAC Annual Conferences' Attributes



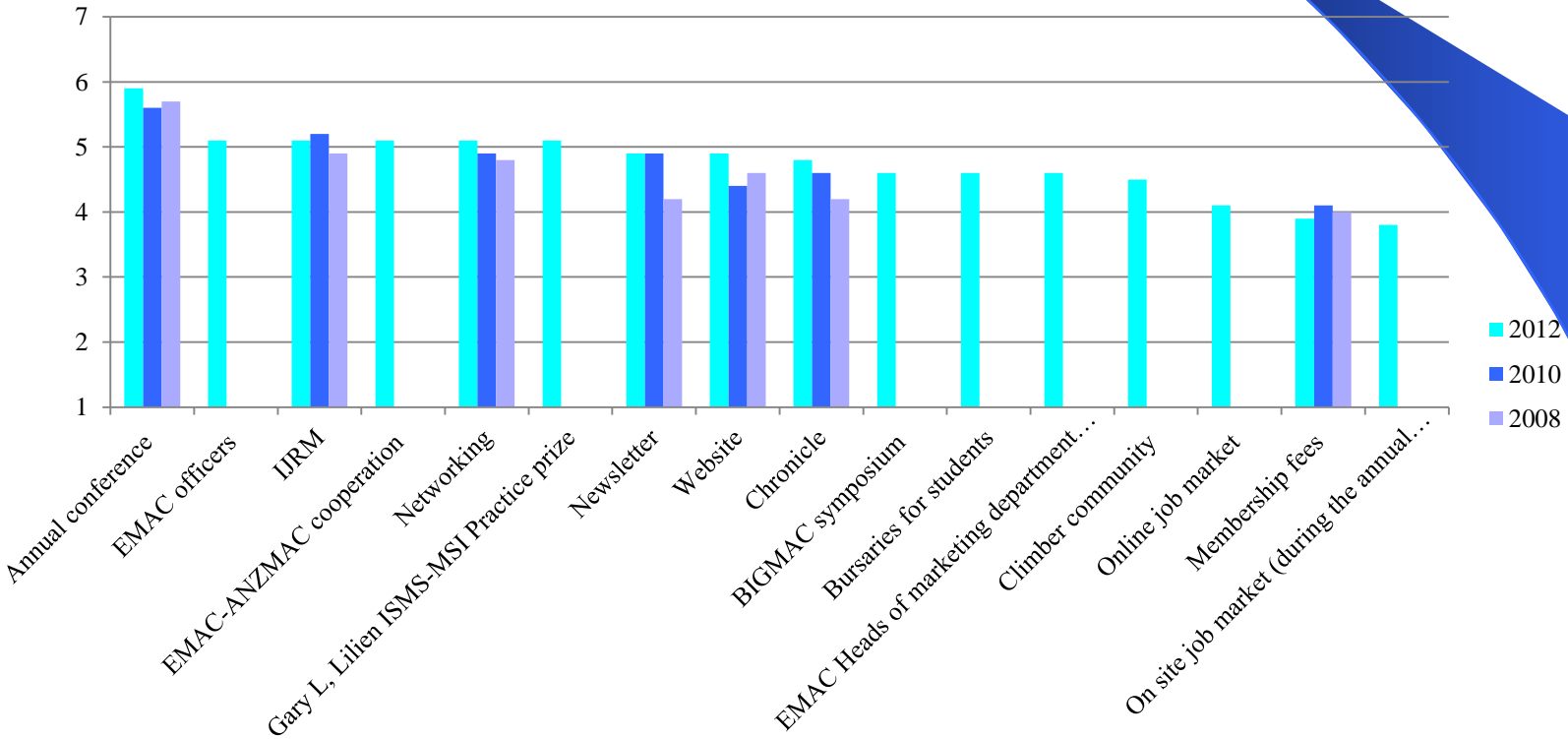
Intensity of red signals the strength of the influence on „Satisfaction with EMAC Annual Conference“





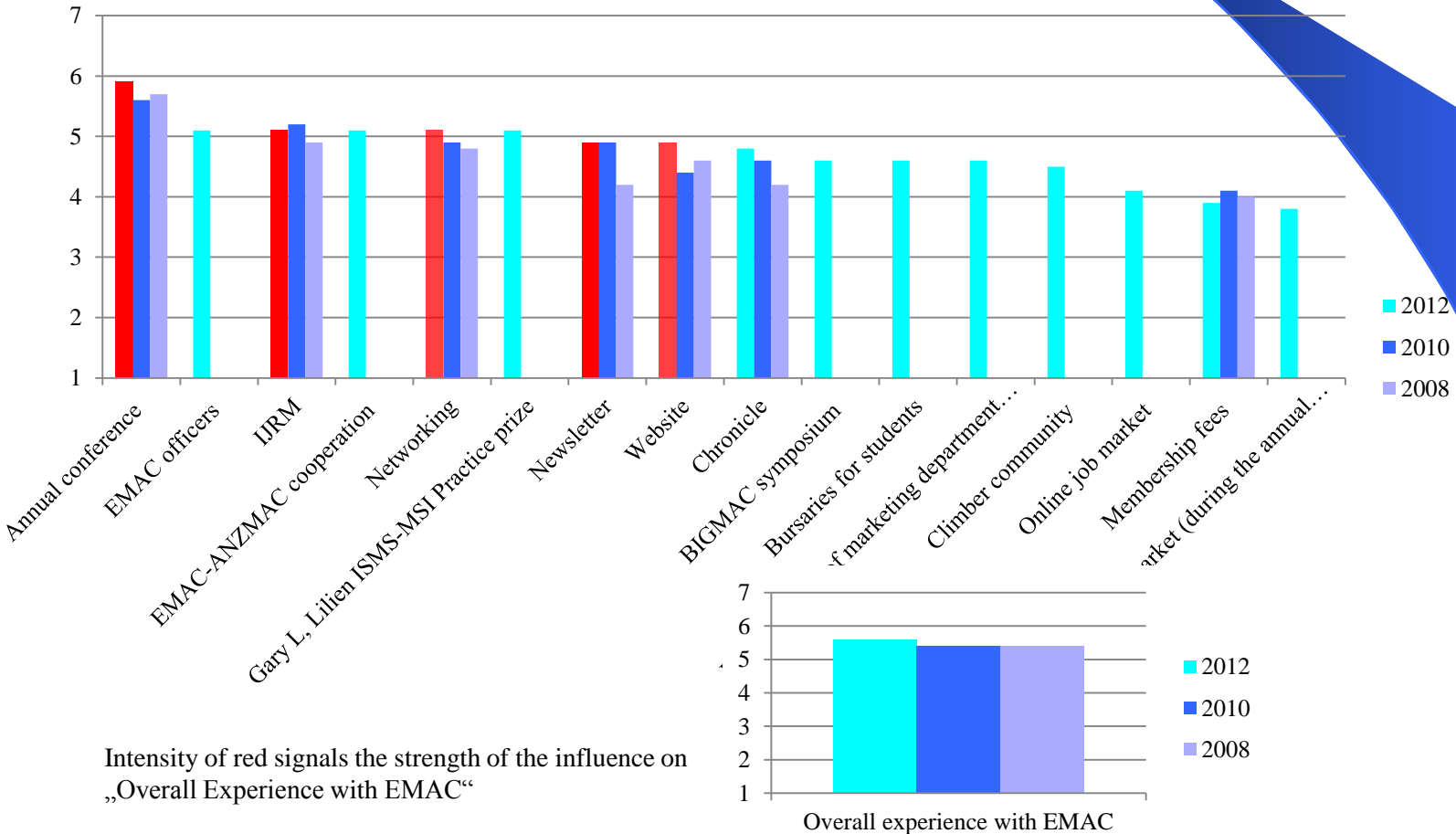
# EMAC 2012 Survey

## Satisfaction with EMAC Services



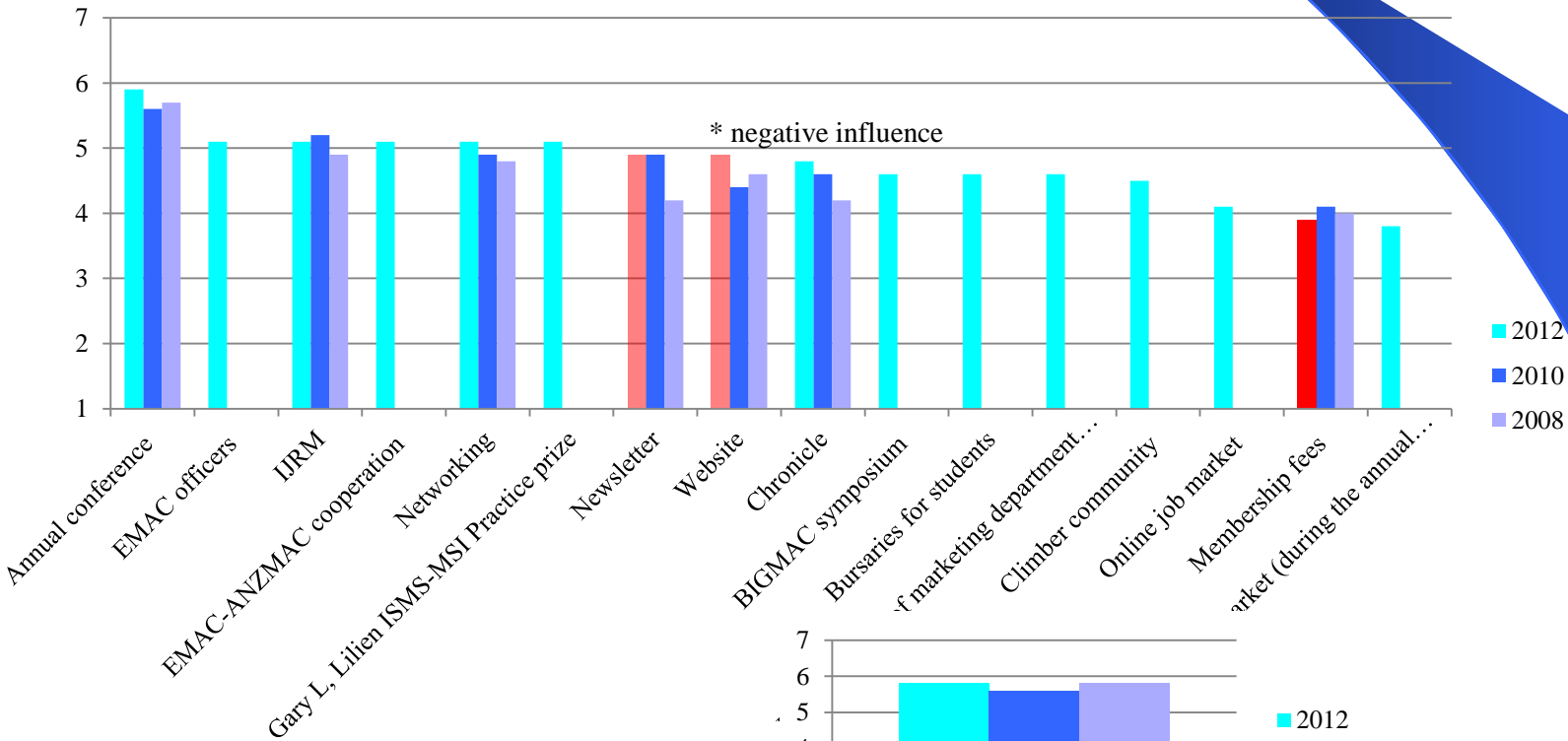
# EMAC 2012 Survey

## Satisfaction with EMAC Services

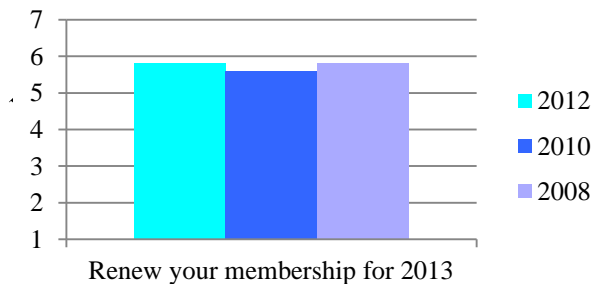


# EMAC 2012 Survey

## Satisfaction with EMAC Services

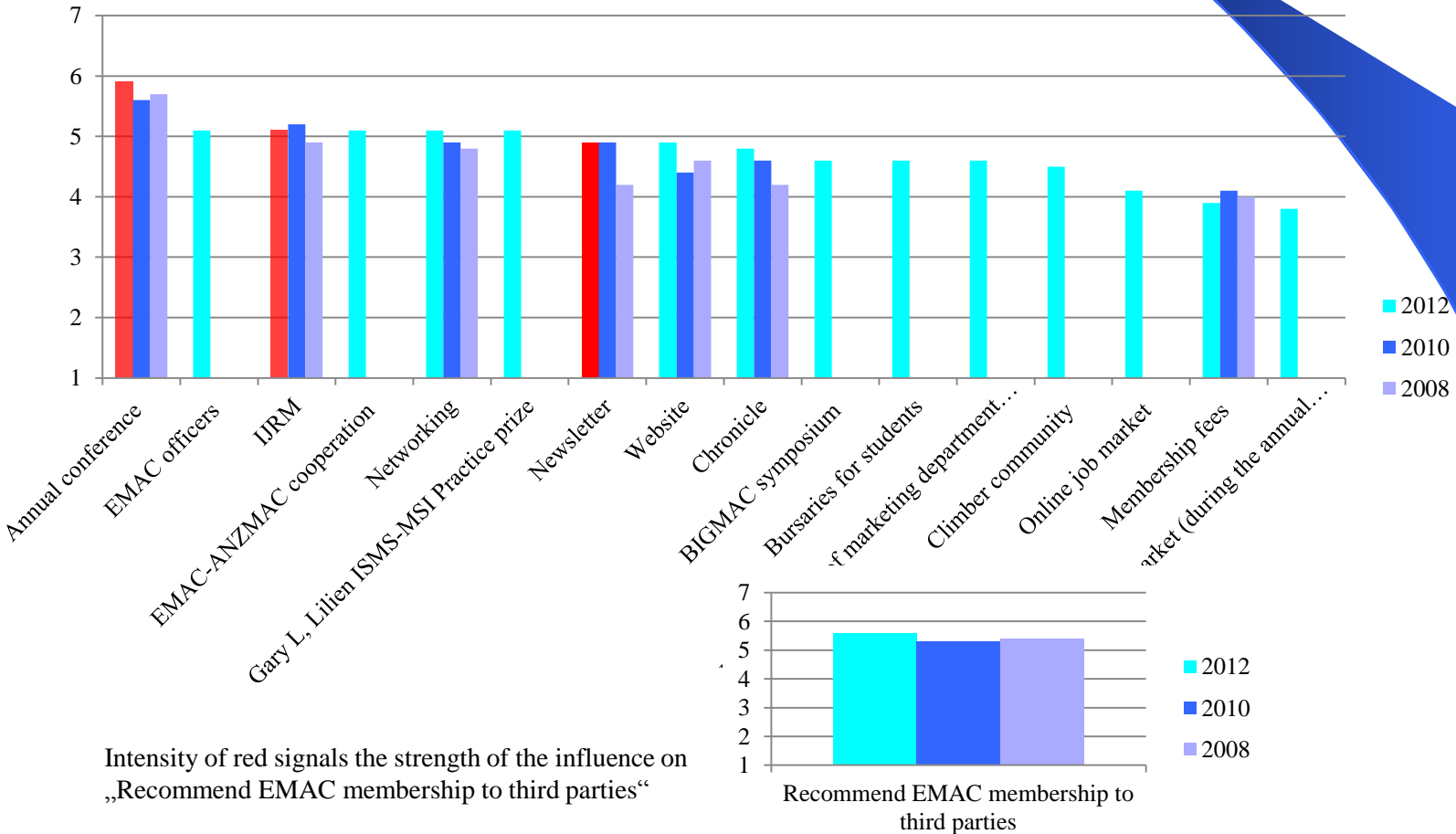


Intensity of red signals the strength of the influence on „Likelihood to Renew Membership 2013“



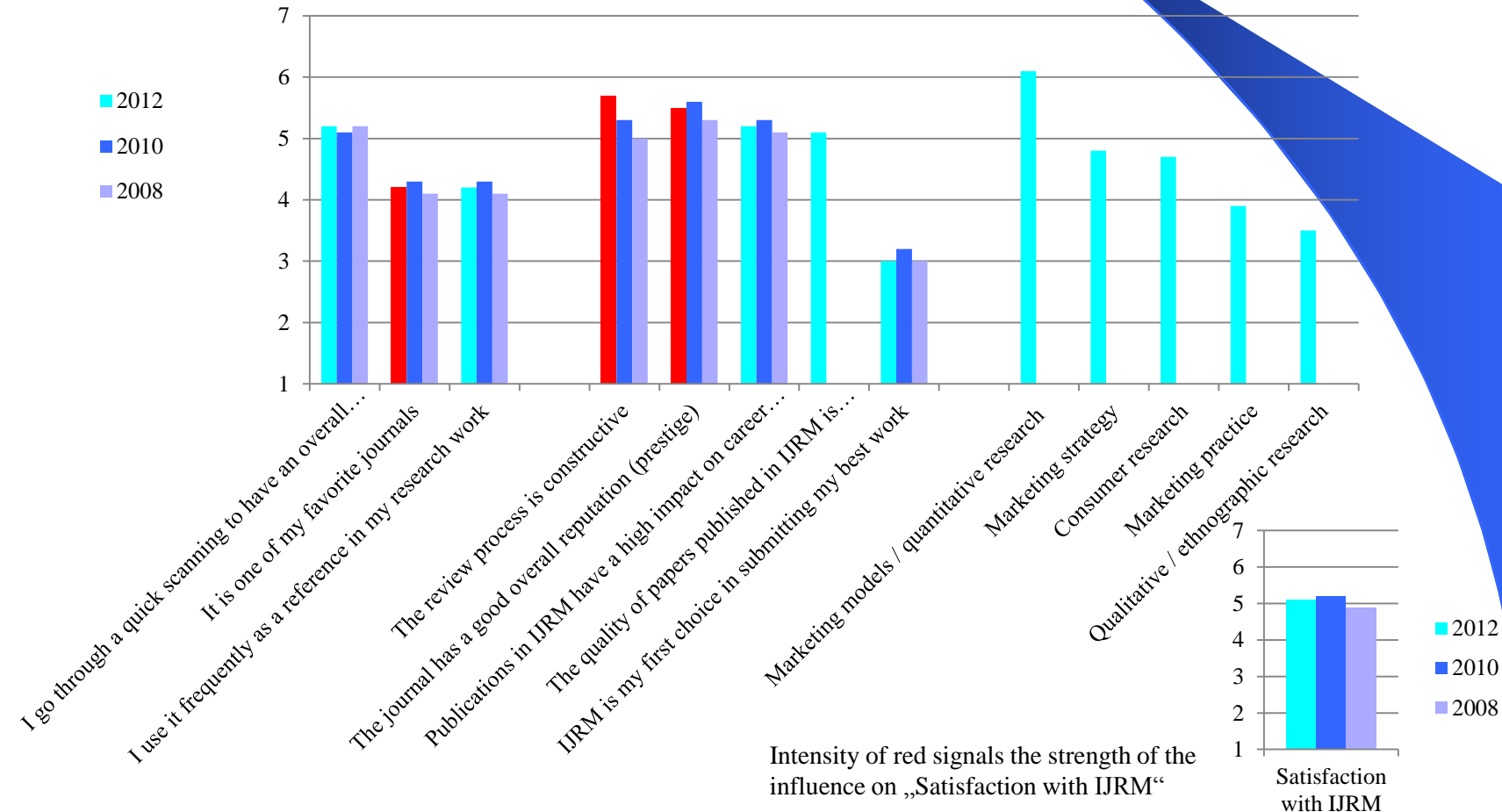
# EMAC 2012 Survey

## Satisfaction with EMAC Services



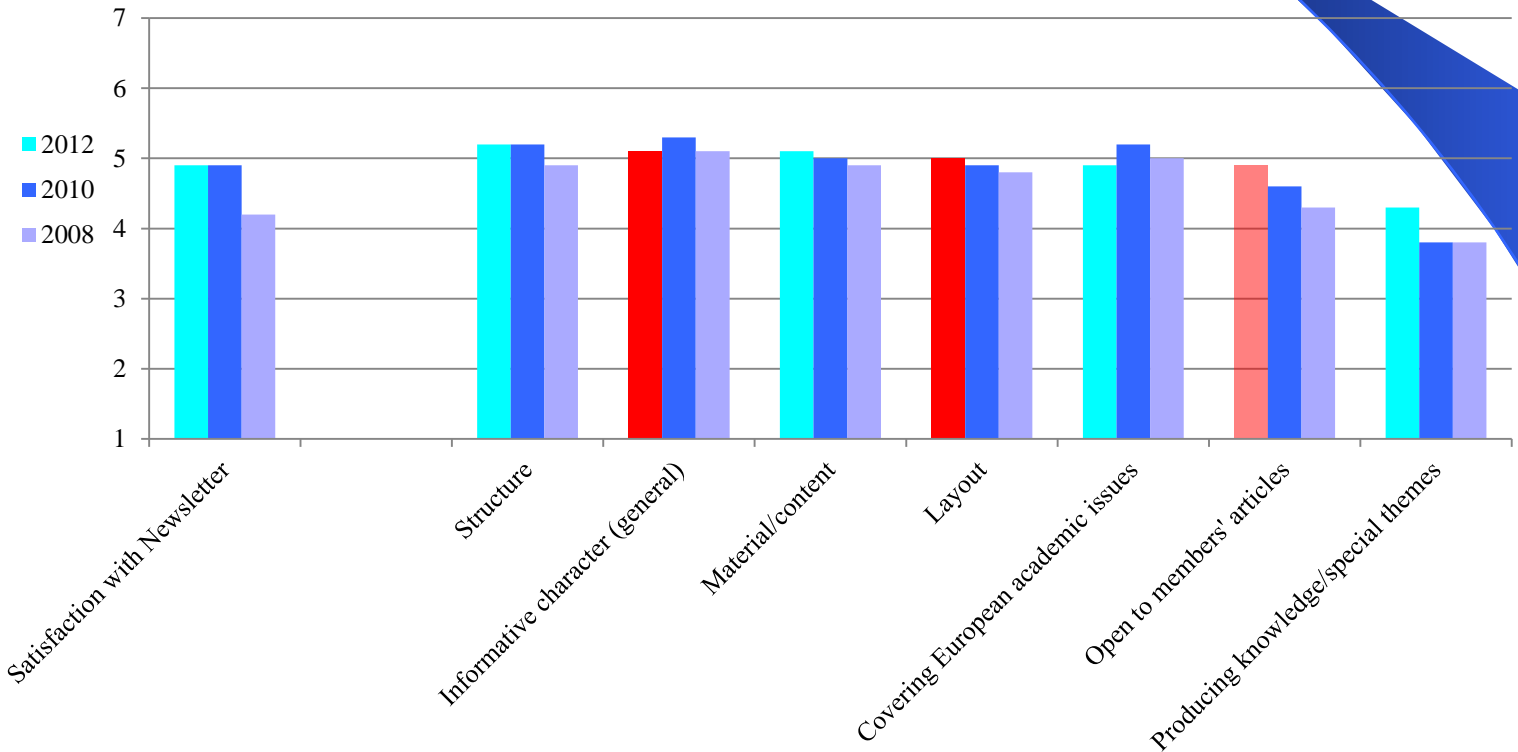


## Readership, Attributes and Topics covered of IJRM



# EMAC 2012 Survey

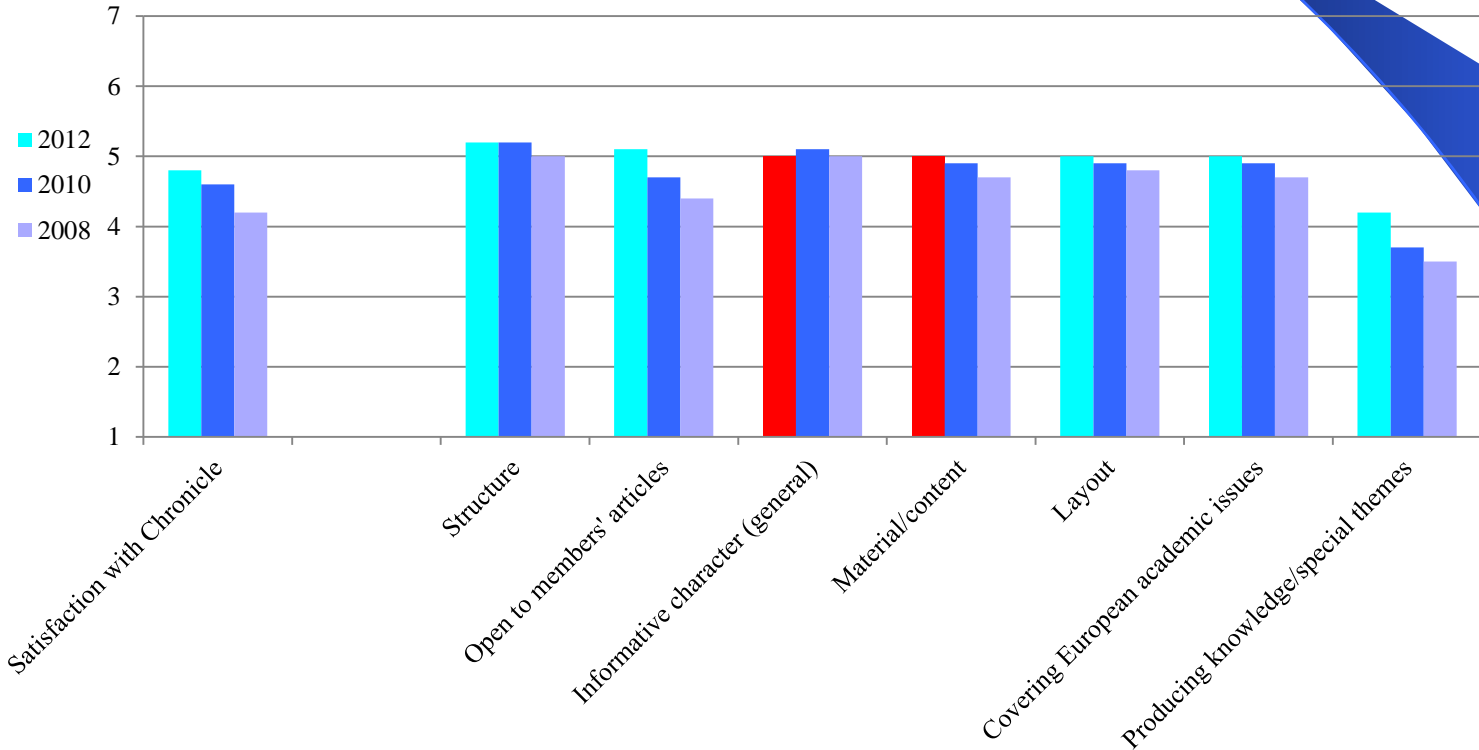
## Newsletter



Intensity of red signals the strength of the influence on „Satisfaction with Newsletter“

# EMAC 2012 Survey

## Chronicle



Intensity of red signals the strength of the influence on „Satisfaction with Chronicle“