

# **EMAC Fellows Constitution**

Updated January 2013

EMAC Fellowship is an honour conferred upon members of EMAC to recognize their outstanding contributions to the scholarship and practice of marketing in general and to the European Marketing Academy (EMAC) in particular

## ***Criteria for Nomination as Fellow***

1. The criteria for being a Fellow are as follows:
  - a. have achieved a high level of scholarship and be a recognized leader in the field of marketing,
  - b. have made significant and enduring contributions to EMAC ( for example as President, a Vice-president, National Coordinator, Conference Chair or editor of IJRM, Conference organizer, etc)
  - c. be an active member of EMAC for the past five years

## ***Role***

2. The role of the EMAC Fellows is to;
  - a. to provide an intellectual resource for EMAC to draw on:
  - b. to enhance the standing of EMAC within the academic discipline with government bodies and other associations.

## ***Structure***

3. The maximum number of EMAC Fellows is 20 (Honorary Fellows excluded).
4. The EMAC Fellows will have a Dean of EMAC Fellows. It is the task of the Dean to oversee the activities of the Fellows and to provide a mechanism for co-ordinating their interaction and activities. The Dean is elected by the Fellows for a period of 3 years. The Dean can be re-elected once.
5. In principle, the Fellows will hold an annual meeting at the annual EMAC conference to determine their activities for the forthcoming year

## ***Activities***

6. The Fellows shall organize a number of activities consistent with their purpose outlined under 1 above. Among these are:
  - a. Acting as a “Chambre de Réflexion” for EMAC
  - b. Organizing “briefing and feedback sessions” with the EMAC President about relevant EMAC issues

- c. Setting up ad hoc task forces to give advice on any matters that are relevant for EMAC in realizing its goals as a high quality academic organization
- d. Establishing contacts with other academic organizations, government bodies, etc. for the benefit of EMAC.

### ***Election Procedures***

- 7. The Fellows shall nominate senior members of EMAC, whom they consider meet the criteria for Fellows. They shall then vote based on a simple majority on the designation of those candidates to be proposed to the EMAC Executive Committee. EMAC Fellows are appointed by the EMAC Executive Committee, on the basis of proposals by the EMAC Fellows

### ***Honorary Fellows***

- 8. A member of EMAC can also become Honorary Fellow. The criteria for Honorary Fellows are the same as mentioned under 1 for Fellows, except item c. Honorary Fellows will be invited for the annual meeting of Fellows as nonvoting participants.
- 9. A Fellow automatically becomes Honorary Fellow at retirement or when reaching the age of 70 years, whatever comes first. Retirement is from a regular fulltime position. Possible part-time positions thereafter, at the same or other institutions, do not count. There is no going back from Honorary to regular Fellow.