



General Assembly

Istanbul – June 6, 2013

MINUTES

AGENDA

1. Minutes of the General Assembly 2012 – Lisbon (*2 mins*)
2. Elections (*5 mins*)
 - Elections Results and New Officers
 - Outgoing officers
3. Financial results 2012 (*5 mins*)
4. Membership situation (*5 mins*)
5. Publications (*10 mins*)
 - IJRM
 - JMB
6. External Relations (*5 mins*)
7. KSMS (*5 mins*)
8. EMAC 2013 conferences (*10 mins*)
 - 42nd EMAC Conference – Istanbul
 - 4th CEE Regional Conference
9. EMAC 2014 Conferences (*10 mins*)
10. Miscellaneous
11. Date and time of next meeting
 - June 5, 2014, 17:30 – 18:30, Valencia, Spain

MINUTES

The President Udo Wagner opened the meeting and welcomed all attendees. He pointed out that the conference organisation team did a good job given the situation and he mentioned the different actions and measures taken:

- Communication to all participants and delegates via e-mail, announcement on the Conference website, statement by the EMAC Steering Committee, text messages,
- The location of the reception was changed
- The Gala dinner was moved to another location (for safety reasons)

Udo Wagner stressed that the task was not easy but the organisation team did it and the logistics (transportation) run as planned. There have been complaints but the organisers did their best.

Peter Verhoef proposed, due to the low participation, to shorten the General Assembly and to send the presentation to all members.

1. Minutes of the General Assembly May 2012 - Lisbon

The minutes of the General Assembly 2012 in Lisbon were approved. They can be found on the EMAC website under the "For Members Only" section.

2. Elections 2013

Udo Wagner welcomed Maja Makovec-Brencic as newly elected President and Maja Makovec-Brencic thanked all members for their confidence. Udo Wagner announced the results of the 2013 Elections.

The elected members are:

President-Elect	Maja MAKOVEC BRENCIC
Treasurer	Gerrit H. VAN BRUGGEN
National Coordinators	
Australia	Elizabeth COWLEY
Greece	Kalipso KARANTINO
Hungary	Szofia KENESEI
Ireland	Elaine WALLACE
Israel	Vardit LANDSMAN-SCHWARTZ
Italy	Sara VALENTINI
Korea	Eunju KO
Norway	Tor ANDREASSEN
Portugal	Paulo RITA
Serbia	Galjina OGNJANOV
Slovenia	Vesna ZABKAR
South Africa	Nic TERBLANCHE
Sweden	Anders GUSTAFSSON
Turkey	Elif KARAOSMANOGLU

Udo Wagner thanked the national representatives leaving the Executive Committee:

John Rossiter	National Representative Australia
Paulina Papastathopoulou	National Representative Greece
John Fahy	National Representative Ireland
Eitan Muller	National Representative Israel
Elisa Montaguti	National Representative Italy
Kyung H. Kim	National Representative Korea
Claudia Simoes	National Representative Portugal
Steve Burgess	National Representative South Africa

Udo Wagner thanked Veronica Wong, EMAC Past President, for her outstanding service to the EMAC Community. He also thanked Nina Payen, EMAC Executive Secretary, for her long term commitment for EMAC and welcomed Anne-Laure Marteaux as her successor.

3. Financial Report

In the absence of Gerrit Van Bruggen, EMAC Treasurer, Udo Wagner, EMAC President, reported on EMAC financial situation. There is a good news as the predicted loss is a bit less than expected. For 2013, estimates show small profits.

4. Membership

The membership situation is positive. EMAC has a record number of 1157 members as of May 2013. He pointed out that 2006 is a special year because of the change in the membership process. Germany is the leading country with 188 members (as of May 2013), followed by the UK, Spain, France and the Netherlands.

5. Publications

Sönke Albers, V.P. Publications, reported on IJRM. In October 2012, two new co-editors, Jacob Goldenberg and Eitan Muller, were appointed. The journal in in good shape.

The submissions stay stable and four special issues will be launched:

- **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 presented then EMAC 2nd Journal, the Journal of Marketing Behaviour (JMB) and announced that Klaus Wertenbroch has been appointed as editor. The journal will be launch in July 2014 but call for papers have already been sent out.

He also mentioned that, as V.P. Publications, he received a request to set publications ethics guidelines and therefore implemented a committee in charge of working on ethics guidelines. This committee is composed of Eitan Muller (co- editor IJRM), Ben Lowe (University of Kent), Marc Vanhuele (HEC), Christophe Fuchs (Erasmus University), Klaus Wertenbroch and himself.

7. External Relations

Four major initiatives have been taken:

1. The EMAC McKinsey Marketing Dissertation Award: Sönke Albers, as V.P. Publications, chairs the jury along with Roland Rust and two representatives of McKinsey. The jury made a preliminary selection of 20 shortlisted paper that went for review. After the review process, the jury selected 3 finalists to present their paper at the EMAC Annual Conference in Istanbul.
2. The first joint event of EMAC and the AMA: We are moving ahead with the EMAC-AMA joint event to be held in Rotterdam at Erasmus University in May 27-28 2014. The conference on Innovation & Marketing has 4 co-chairs (Gui Liberali, Eitan Muller, Stefan Stermersch and Roland Rust). Roland Rust already started to invite both practitioners and academics to present.
3. Special Issue of IJRM: In conjunction with the above conference, there will be a special issue of IJRM, edited by the co-chairs. A joint call for paper for both the conference and the special issue has been launched.
4. EMAC co-sponsoring a Global Marketing Conference in Singapore: EMAC will sponsor along with the AMA and several Asian marketing associations, this event to be held in Singapore. There will be no financial implication for EMAC as the co-sponsorship consists of branding.

8. KSMS

Professor Moon, Hanyang University, congratulated the EMAC President, the President elect and the organisers for the excellent job done at the conference. He was honored and pleased in making the conference a success. He briefly reported on KSMS and presented the 2014 KSMS Conference which will be held in Singapore. He also reported on the next Joint Symposium and announced that two special issues with respective journals-JGSMS and JGfM- are going to be launched. He called upon all EMAC members to introduce and promote the journals to EMAC students and professors.

9. EMAC Conferences

Andr s Bauer, V.P. Conferences, briefly reported on 2014 Regional Conference and other futures conferences.

- 2013 EMAC Conference

Elif, Conference Chair, briefed on all measures taken to cope with the situation. She reported then on the conference data: 1076 papers were submitted and 596 were accepted (53% accepted rate). 960 participants registered and 720 attended so far the conference. It is a good sign in spite the situation.

Rod Brodie thanked Elif for the excellent job done.

- 26th EMAC Doctoral Colloquium

The Doctoral Colloquium proceeded smoothly. A brief overview of the DC was presented: Chaired by Thomas Otter, the Doctoral Colloquium was composed of 19 faculty members, including the six co-chairs.

Sixty students have been accepted within the three following tracks: consumer behaviour; strategy & internet marketing and marketing mix instruments. They have been split in two levels, beginners and advanced.

Regarding the submissions, the rate is stable (155 in total and 60 accepted) and the majority of them are in the consumer behaviour track.

Future Conferences

2013 CEE Regional EMAC Conference

The 4th CEE Regional Conference will be hosted by St-Petersburg University from September 25 to September 27, 2013. Eighty-six papers have been submitted.

2014 CEE Regional EMAC Conference

The 5th CEE Regional Conference will be hosted by the University of Economics in Katowice from September 24-26, 2014

EMAC 2014 Conference

Enrique Bign  thanked Elif for the work and thanked the Steering & Executive Committee for having chosen the University of Valencia to host the 2014 Annual Conference. He briefly presented the venue place, Valencia. The city has a good accessibility and has daily flights from and to many places. He presented then the University and more specifically, the Marketing Department (29 full time professors; 15 part-time and out of the 29, 16 are composing the Organising Committee). He exposed then what has been done so far for the conference: the website is done and ready to be launched; the Facebook page is online and flyers have been printed. Regarding the accommodation, some rooms have already been booked in different

hotels and the Gala Dinner will take place at the Art Museum. The guest speaker will be Michael Wedel.

He thanked the assembly for their attention and is looking forward to meeting them in Valencia.

10. Miscellaneous

No question was raised.

11. Date and time of next meeting

- June 5, 2014, 17:30 – 18:30, Valencia, Spain

Annex 1: General Assembly Presentation

