



# EMAC Fellows Meeting

**Istanbul-6 June 2013**

## MINUTES

**Present:** József Berács, Suzanne C. Beckmann, Rod Brodie, Hubert Gatignon, Klaus Grunert, Lutz Hildebrandt, Gilles Laurent, Maja Makovec- Brenčič, Anne-Laure Marteaux, Jan-Benedict Steenkamp, Udo Wagner, Nina Payen

**Apologies:** Sönke Albers, George Avlonitis, Michael Baker, Keith Blois, Marnik Dekimpe, Graham Hooley, Hans Kasper, Peter Leeflang, Gary L. Lilien, Lars-Gunnar Mattsson, Hans Mühlbacher, John Saunders, Piet Vanden Abeele, Luk Warlop, Berend Wierenga, Veronica Wong.

### Agenda

1. Opening
2. Minutes of the meeting in Lisbon, May 2012 (see enclosure)
3. Welcoming the new Dean of Fellows, Suzanne Beckmann (Gilles Laurent)
4. Welcoming two new Fellows, Luk Warlop and Veronica Wong (Gilles Laurent and Berend Wierenga)
5. Updates in the EMAC Fellows Constitution (Berend Wierenga)
6. Information on the retirement of EMAC Fellows and proposition to elect new Fellows (Gilles Laurent)
7. EMAC's president report on EMAC's present situation, objectives and challenges (Udo Wagner)
8. Reflections from the EMAC fellows
9. Discussion on EMAC statutes and how to increase involvement of EMAC officers, on the basis of the document sent by the EMAC President (Udo Wagner)
10. Discussion about EMAC conference fees (Peter Leeflang).
11. Miscellaneous
12. Closing

## **Minutes**

### **1. Opening of the meeting**

The Dean of EMAC Fellows, Gilles Laurent welcomed the attendees and opened the meeting. He welcomed Suzanne C. Beckmann as the new Dean of Fellows. For the current meeting, two points need to be added to the agenda:

- EMAC-ANZMAC Research symposium BIGMAC – Rod Brodie
- National representatives in the Executive Committee – József Berács

### **2. Minutes of the meeting in Lisbon, May 2012**

Corrections have to be made to the minutes, as per changes indicated. The minutes are otherwise approved.

### **3. Welcoming the new Dean of Fellows, Suzanne Beckmann**

Gilles Laurent welcomed Suzanne C. Beckmann as new Dean of Fellows. He stressed the contribution Suzanne made and her continuous involvement in EMAC. Suzanne thanked the fellows for their trust and confidence. She looked forward to the team work.

### **4. Welcoming two news fellows**

Gilles welcomed the two new fellows – Veronica Wong and Luk Warlop. Due to the situation, Veronica Wong who was at the Conference had to leave at the request of her school and Luk Warlop could not come.

### **5. Updates in the EMAC Fellows Constitution Election Procedures & Fellows Constitution**

Gilles Laurent explained the updates in the EMAC Fellows Constitution, which had been handled by Berend Wierenga. Berend obtained comments and suggestions from Fellows and Honorary Fellows, drafted the updates and had them approved unanimously by the Fellows (with one abstention). Gilles thanked Berend for this important contribution.

Gilles stressed on the points related to the numbers of active fellows and Honorary Fellows.

- The target number of EMAC Fellows is 20 (Honorary Fellows excluded). However, this number is currently not reached.
- 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. An honorary fellow remains in this category and cannot go back to active fellow.

### **6. Information on the retirement of EMAC Fellows and proposition to elect new Fellows**

Gilles Laurent announced that five EMAC Fellows have become or will become Honorary Fellows between fall 2012 and fall 2013. He therefore proposed to elect three new EMAC Fellows in order not to go too far under the target of twenty members. Everybody agreed on holding new elections and Gilles Laurent proposed to Suzanne C. Beckmann to conduct them in her function as new Dean of Fellows.

He asked her to choose another EMAC Fellow to jointly conduct the elections. She suggested Gilles Laurent as he has been Dean of Fellows for 3 years. It was then decided that Gilles Laurent and Suzanne C. Beckmann will organise the elections. Gilles Laurent proposed to keep the current election procedure and this was accepted.

## **7. Briefing by the EMAC President on the major current issues in EMAC**

Gilles Laurent welcomed Udo Wagner, EMAC President. Before reporting on EMAC activities and issues, Udo announced that the Conference host, Elif Karaosmanoglu, and the Congress Bureau representative, Cem Tuncel will briefly join the fellows meeting to update them on the latest developments in Istanbul and the different actions that have been taken so far to minimize the impact on the conference.

Udo Wagner welcomed Maja Makovec-Brenčičas President Elect. Maja thanked EMAC members for their confidence and promised to do the best for EMAC. Udo Wagner thanked Nina Payen for the good job done as EMAC Executive Secretary and welcomed Anne-Laure Marteaux as her successor.

He reported then briefly on EMAC financials. In 2012, there is a 'predicted' loss. Measures have been taken to control the situation:

- Increasing the membership fee
- Increasing conference host's contribution
- Stopping discounts on membership to PhD students attending the conference.

2013 estimates show a slight profit.

He reported on membership situation. As of May 2013, there are 1157 members and 1200 members are expected at the end of 2013. It is a new record.

Regarding future conferences, the 2013 Regional Conference will be held in St-Petersburg, Russia. 85 papers have been submitted and the review process went smoothly. The 2014 Regional Conference will take place in Katowice, Poland and the Annual Conference, in Valencia. The 2015 Annual Conference will be in Leuven, Belgium.

Concerning the External Relations, Udo Wagner reported on two initiatives:

- The first joint event of EMAC and the AMA: This will be a conference in Rotterdam at the Erasmus University which will include both invited presentations and contributed presentations and will have a mix of academics and practitioners, by invitation only. The conference will be held each year and in 2015, will take place in the United States.
- The Global Marketing Conference in Singapore, co-sponsored by EMAC. EMAC will sponsor this event along with the AMA and several Asian marketing associations.

Udo informed the Fellows that this year, the award ceremony will take place during a specific session, except for the EMAC McKinsey Marketing Dissertation Award and the EMAC Distinguished Marketing Scholar Award which will be given at the Gala Dinner.

He reported then on the progress of EMAC 2<sup>nd</sup> journal, the *Journal of Marketing Behaviour (JMB)* that will be launched in the beginning of 2014 with Klaus Wertenbroch as new editor. He announced that a call for paper has already been published.

## **8. Reflections from the EMAC Fellows**

Suzanne C. Beckmann indicated that she thought that the JMB editorial board could be perceived as being too much U.S., a majority of the board members being U.S. based. It was exposed that EMAC being a European association, the JMB board should also reflect this.

Hubert Gatignon, based on his experience as VP Publications, reminded the Fellows that the procedure implemented by the search committee has been approved by the EMAC steering and executive committees and that the task to select an Editor is very difficult. The selection of Klaus Wertenbroch by the committee chaired by Sönke Albers has been approved by the EMAC Committees: the EMAC steering and executive committees gave full support to the search committee and approved unanimously the nomination of Klaus Wertenbroch. Therefore, Hubert felt that it would be unwise to question Klaus Wertenbroch editorship.

A few comments were made, in particular about the strong desire to see the board enlarged with additional members based in the EU.

After some debate on the subject, two approaches were considered to inform Klaus Wertenbroch of the issue and of suggestions to include additional European academics on the editorial board: to write a formal letter or to ask some of the Fellows to convey the message 'informally' to Klaus.

Decision was taken to adopt the 'informal' approach and to ask two Fellows, Hubert Gatignon and Jan-Benedict Steenkamp, to convey the message. In addition, they will discuss the situation with Eitan Muller and Jacob Goldenberg, co-editors of IJRM.

Elif Karaosmanoglu and Cem Tuncel joined meeting at 13.15.

Due to the urgency of the ad-hoc Steering Committee meeting requiring the presence of Elif, as it involved urgent decisions to be taken, Elif and Udo left the Fellows meeting. In absence of Udo Wagner, Maja Makovec-Brenčič explained the reasons of Elif's presence which was only informative - to brief the Fellows on the actions that the conference host has taken to cope to the best to the situation in Istanbul. She resumed the briefing on current situation, explained the latest developments, the decisions taken by the local organisers concerning logistics arrangements and the communication plans for the conference delegates. Gilles thanked Maja for the clarification.

## **9. Activities of the EMAC Fellows so far and discussion about other possibilities for Contributing added value to EMAC**

In the absence of Udo Wagner at this part of the meeting, the point was postponed to the next Fellows meeting.

## **10. Discussion about EMAC conference fees**

In the absence of Peter Leeflang, Gilles Laurent briefly reported on the point Peter wanted to discuss: his concern is about what he feels are excessive increases in conference fees by the conference organisers. The point will be discussed at the next Fellows meeting.

## **11. Miscellaneous**

Rod Brodie announced that Gary Lilien had developed a good document on BIGMAC. According to Suzanne C. Beckmann, there is a need of identifying one or two Fellows from EMAC and ANZMAC to coordinate the event. It is also important to communicate clearly with the conference organiser about that. Suzanne C. Beckmann indicated that the most appropriate persons would be the V.P. Conference and External Relations. Rod Brodie would be happy to coordinate. BIGMAC will be at the 2014 EMAC Annual Conference.

Due to a lack of time, József Berács' point is postponed to the next Fellows meeting.

## **12. Closing**

Gilles Laurent thanked all EMAC Fellows for their contribution during his three years term as Dean of Fellows.

He also thanked Nina Payen for her very efficient and professional help over these three years, as Secretary of the Fellows meetings, and for the organization of a number of votes by the Fellows.

The meeting was adjourned.

*Annex 1: EMAC 2012 Fellows Meeting minutes*



# EMAC Fellows Meeting

Lisbon – 24 May 2012

## MINUTES

**Present:** Sönke Albers, József Berács, Suzanne C. Beckmann, Rod Brodie, Marnik Dekimpe, Hubert Gatignon, Lutz Hildebrandt, Graham Hooley, Gilles Laurent, Gary Lilien, Kristian Möller, Hans Mühlbacher, John Saunders, Berend Wierenga, Udo Wagner, Nina Payen

**Apologies:** George Avlonitis, Michael Baker, Keith Blois, Klaus Grunert, , Hans Kasper, Peter Leeflang, Lars-Gunnar Mattsson, Jan-Benedict Steenkamp, Piet Vanden Abeele

### Agenda

13. Opening
14. Welcoming two new EMAC Fellows, Rod Brodie and Udo Wagner.
15. Minutes of the meeting in Ljubljana, May 2011 (see enclosure)
16. Proposal to elect two new EMAC Fellows in 2012
17. Briefing by the EMAC President on the major current issues in EMAC
18. “Big Mac” meeting to be held at the ANZMAC conference in December 2012
19. Reflections from the EMAC fellows
20. Activities of the EMAC Fellows so far and discussion about other possibilities for Contributing added value to EMAC (please contribute ideas)
21. Miscellaneous
22. Closing

## **1. Opening of the meeting**

The Dean of EMAC Fellows, Gilles Laurent welcomed the attendees and opened the meeting.

He presented apologies from the members who could not attend.

## **2. Welcoming two new fellows: Udo Wagner and Rod Brodie**

Gilles welcomed the two new fellows – Udo Wagner and Rod Brodie. Both Udo and Rod thanked the fellows for their trust and are happy to be part of the Fellows community, and to continue their involvement in EMAC.

Point 4 on the agenda was then discussed.

## **4. Proposal to elect two new EMAC Fellows in 2012**

- Election of Fellows

The EMAC Fellows decided to elect two new EMAC Fellows in 2012.

Gilles reminded the election procedure:

- Only current fellows vote
- Each fellow can nominate
- Fellow elected on the majority of votes.

It was proposed and approved that Berend Wierenga and Gilles will organize the vote, following the same procedure as in 2011.

Gilles indicated that two new fellows have been elected nearly every year. It is important to have 'younger' people on board. He also pointed out that the larger the group gets, the ability to do things tends to decrease. Fellows are looked upon as an 'advisory' group as they have a sense of wisdom and a long experience of EMAC.

The question on a 'fixed' number of active fellows was raised. Currently during the fellows meeting held at each EMAC Conference, the EMAC fellows decide on number of new fellows to elect. Some members then proposed the idea of adding to the constitution a target number of fellows, for example 20.

- Honorary Fellow Status

John Saunders asked whether the constitution allows a change in status of a fellow that is from honorary fellow back to active fellow. A fellow becomes an honorary fellow when he/she retires. But it happens that some EMAC 'honorary fellows' have gone back to work and so have become 'active' again. This led to some discussion on an 'age limit' to remain an active fellow. The question of re-instating honorary fellows to active fellow was raised.

The decisions were taken to:

- Elect two new fellows
- To start an email discussion on whether to keep the constitution as it is or to amend it to include the changes propose above.

- Engagement of young people in EMAC Committees

Followed a discussion on the engagement of the young generation in the different EMAC Committees. Veronica Wong indicated that the younger group is not very active, for example they rarely volunteers for activities or task proposed. Suzanne C. Beckmann mentioned that the Executive Committee meeting is not very inspiring and engaging for the young members.

József Berács stated that stopping the October Executive Committee meeting was not a good idea. Suggestion was made to create a task force with EMAC fellows and young members of the Executive Committee. Gilles stressed the fact that this question is the responsibility of the EMAC Steering Committee and Executive Committee and not the fellows.

The discussion focused on how to engage the national coordinators.

Some suggestions were made:

- Get national representatives to work on specific issues with the V.P.
- V.P should 'recruit' national representatives to take V.P. role. The V.P should present 'exciting' picture of the position.

Gilles summarized the point and the decisions taken, that is:

- Elect two new fellows
- Having an email discussion on whether to keep the constitution as it is or to amend it to include the changes proposed.

### **3. Minutes of EMAC Fellows Meeting – May 2012, Lisbon**

The minutes of the meeting in Ljubljana in May 2011 were approved.

### **5. Briefing by the EMAC President on the major current issues in EMAC**

Veronica Wong reported on EMAC current issues.

Some major decisions have been achieved:

- EMAC 2<sup>nd</sup> Journal  
After a lengthy process, an editor has finally been appointed. Klaus Wertenbroch has accepted the position of editor for the Journal of Marketing Behavior. He will start in 2013 with a first issue of the journal in 2014.
- IJRM  
Marnik Dekimpe's term of office as editor of IJRM has ended. Marnik has done an excellent job. Thanks to Sönke, the V.P. Publications, 2 co-editors have been appointed, Jacob Goldenberg, Hebrew University of Jerusalem and Visiting Professor at Columbia University and the Interdisciplinary Center (IDC) and Eitan Muller, Tel Aviv University and New York University. Both Jacob and Eitan have served as area editors for IJRM. The new co-editors of IJRM will take office as of October 2012.
- EMAC Survey  
Udo Wagner was pleased to report that the EMAC 2012 survey was successfully conducted. The major findings are:
  - The overall satisfaction rate has increased
  - The satisfaction rate of the conference has increased. The conference is considered as a good networking opportunity and is good value for money
  - IJRM is a driver of satisfaction.
  - Membership fees are perceived as high
  - Conference review process should be improved

- Newsletter and Chronicle are not well perceived. They should be more informative
- Website is considered as 'old fashioned'

On the question of the website, Veronica mentioned that this has already been discussed at the Steering Committee, as there is indeed a need to update the website.

It was also mentioned that EMAC should leverage social media to get the communication to the members in ways they are likely to use.

- EMAC Membership  
Udo also reported that EMAC membership is growing.
- EMAC External Relations  
Thanks to the efforts of Roland Rust, two important initiatives have been launched:
  - American Marketing Association International Membership Proposal  
In view of collaboration with EMAC, AMA has made a proposal for a discounted membership for EMAC members (excluding North Americans).
  - Secondly AMA has also made a proposal for an AMA/EMAC Event.
 The EMAC-KSMS collaboration is working smoothly

Gilles thanked Veronica for her briefing.

## **6. BIGMAC**

Rod Brodie thanked Gary Lilien for putting together the BIGMAC Protocol. BIGMAC is alive and doing well. Richard Fletcher is now the main contact person.

He indicated that the next BIGMAC will bring some well-known people. Marketing journal would also have a section; he also stressed the need to have European counterparts.

George Avlonitis from the University of Athens has kindly agreed to serve as the EMAC co-chair, in coordination with the VP Conferences, Gabriele Troilo. Rod reiterated the importance of BIGMAC, which is key in maintaining the long-standing friendship and collaboration between ANZMAC and EMAC.

Gilles thanked Rod for his contribution.

## **7. Reflections from the EMAC fellows &**

### **8. Activities of the EMAC Fellows so far and discussion about other possibilities for Contributing added value to EMAC**

Gary Lilien has started some reflections on the role of the EMAC national representatives. He made a sensitivity analysis of the number and identity of EMAC Executive committee members as a function of the cutoff number of country members and proposed some edits to the duties of EMAC country representatives.

Gary explained the sensitivity analysis of the Executive Committee size: for example, with current rules (5+ members from the country as EMAC members), 31 countries are eligible. If the cut off number is changed, EMAC would lose some national representatives, for example

- If the cutoff is changed to 10, 23 representatives become eligible.
- If the cutoff is at 15, 19 representatives become eligible.
- If the cutoff is at 20, 16 representatives become eligible.

Some comments were made:

- There is an increasing gap between the Steering Committee and the Executive Committee as the organization gets bigger  
The Steering Committee becomes more important and decisions are taken at that level to be more effectual.
- There is too much decision power on the Steering Committee;
- What makes EMAC rich is its diversity. It would be not be a good idea to decrease the representation.
- Voting rights: suggestion was made to define a set number of members below which a country would not have a voting right. The question is then what would be a 'good' size for a country to be represented. The idea of 'no voting rights' for some members was considered an issue.

Some suggestions were made:

- Each V.P. should indicate his role and the different tasks he/she is responsible for. This should be communicated to the national representatives.
- Some V.P., for example V.P. Publications, has an enormous amount of responsibility. If national representative can work with a V.P. this can engage him/her more in EMAC activities and would also be a good traineeship.  
It was unanimously agreed that having 2-3 people working closely with a V.P would be a good step in engaging the national representatives.  
Suggestion was made to try to build this idea into a proposal.
- Suggestion was also made to ask the national representatives what they did during their term of office.
- Another suggestion was to take 2 or 3 questions (items from the guidelines) and discuss these at the October meeting.
- Create a V.P. for national representatives. Currently it is s the President who is responsible for the national representatives.
- The need to have a statement policy from the national representatives.

Gilles thanked Gary for his report.

## **9. Miscellaneous**

No further points were raised.

Gilles reminded the main points raised during the meeting, mainly the target number for the group of fellows. He will contact the fellows for the elections and for the points of the constitution. He thanked all fellows for their presence.

The meeting was adjourned.