



General Assembly

Lisbon – May 26, 2012

MINUTES

AGENDA

1. Minutes of the General Assembly May 2011 – Ljubljana
2. Elections
 - 2.1. Elections results and New Officers
 - 2.2. Outgoing Officers
3. Financial results 2011
4. Membership situation
5. Membership Survey
6. Publications and IJRM
7. External Relations
8. EMAC Conferences
9. EMAC-KSMS Cooperation
10. Miscellaneous

MINUTES

The President Veronica Wong opened the meeting and welcomed all attendees.

1. Minutes of the General Assembly May 2011 - Ljubljana

The minutes of the General Assembly 2011 in Ljubljana were approved. They can be found on the EMAC website under the "For Members Only" section.

2. Elections 2012

Veronica announced the results of the 2012 Elections.

The elected members are:

Vice-President-Conferences

- **Andras BAUER**

National Coordinators

- Denmark:	Tore KRISTENSEN
- Israel:	Eitan MULLER
- Poland:	Maja SZYMURA-TYC
- Romania:	Corneliu MUNTEANU
- Russia:	Olga SAGINOVA
- Spain:	Oriol IGLESIAS
- Switzerland:	Daniela SCHÄFFER
- U.K.:	Bruce HARDIE

Veronica welcomed all the new members on board. She thanked the members leaving the Executive Committee for their contribution to EMAC - Gabriele Troilo - V.P. Conferences and the national coordinators – Suzanne C. Beckmann - Denmark, Renana Peres, Israel, Daniel Serbanica - Romania, Maria Smirnova - Russia, Salvador Ruiz – Spain, Harley Krohmer – Switzerland, Robin Wensley – U.K..

A special welcome to Maja Szumura-Tyc representing Poland, new member on board the Executive Committee.

A special thanks for the members who are leaving the Steering Committee. In recognition of their excellent job Veronica handed a plaque to Gabriele Troilo who served as V.P. Conferences.

3. Financial Report

Gerrit Van Bruggen, EMAC Treasurer reported on EMAC financial situation. EMAC financial situation presents some concerns which should be tackled urgently. EMAC faces a loss of 5000 Euros, which is a smaller loss than in 2010. The increase in revenue is due to an increase in number of members and also the increase in the contribution from the conference host. Has already taken measures to cut down the deficits, expenses reduced, stopping membership

discounts for PhD students and for the doctoral colloquium students attending the main conference, increase in membership fee. . EMAC has accumulated some savings in the last years and is now using these reserves.

4. Membership

Peter Verhoef, VP Membership reported on EMAC membership situation. He was pleased to report that the situation is positive. EMAC has a record number in 2011 with 1101 members and 2012 is already very positive with 992 members (figures on May 2012). Peter indicated that EAMC membership has grown steadily over the last 10 years.

The top countries breakdown in 2011 is:

- 1st position: Germany
- 2nd position: France
- 3rd position: U.K.
- 4th position: Spain
- 5th position: Netherlands

For 2012, though the ranking is not final, Germany stays at the 1st place, followed by U.K., France, Spain and Netherlands.

Peter was also very pleased to announce the discounted membership for EMAC members (excluding North Americans) 20% discount on international memberships

5. Membership Survey

Udo Wagner was pleased to report on the results of the membership survey. The response rate was 25%. He highlighted the important points:

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. The review process is perceived as very constructive, but the perception still remains that IJRM is not the favourite journal for publishing for EMAC members. There is still a biased perception as to the distribution of topics covered.

Some points of concern:

- 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 is perceived 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.

6. Publications & IJRM

Sönke Albers, V.P. Publications was pleased to give some good news both for the EMAC 2nd journal and IJRM. Sönke thanked Marnik Dekimpe for the excellent and enormous job done as editor of IJRM. Marnik has raised the quality of journal. As Marnik is stepping down, according to the rules, the V.P. Publications has appointed a committee for the search of an editor. The committee has appointed 2 co-editors, 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. They have an excellent publication record. The new co-editors of IJRM will take office as of October 2012.

After many years of debate on the 2nd journal and the approval in Copenhagen in 2010, EMAC is now ready to launch the new Journal of Marketing Behavior. He was pleased to announce that Klaus Wertenbroch, INSEAD, has been appointed editor of the Journal of Marketing Behaviour. Klaus Wertenbroch is a well-known researcher, has a sense of relevant research and meets the requirements of EMAC. The journal will be launched in summer 2013. The first issue is scheduled to appear in 2014. He is confident that Klaus will give the journal a good quality.

Report on IJRM

Marnik Dekimpe, IJRM Editor, was pleased to report on the IJRM. The journal is in good health.

- Number of submissions is increasing. Projection for the future is also very promising. Due to the increase in submissions, he is now working with guest editors.
- There is a stable geographical distribution, 40% European, 40% U.S. and 20% others.
- Desk rejects: approx. 36% which is consistent over the year
- The impact factor is doing well.
- Response time has remained stable over the last years
- Quality of submissions is increasing
- There is a good balance of the various disciplines – Consumer Behaviour, Modelling, Strategy
- Support from Marketing Science.

Veronica thanked Marnik for the excellent task and concluded by stating that there's more and more competition in the market place and EMAC will give all the support to the editors.

7. External Relations

Roland Rust, V.P. External Relations, reported on EMAC external relations activities.

1. 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). The proposal is as follows:

- 20% discount on international memberships (excluding
- Complimentary subscriptions to Marketing News and one academic journal
- Discounted subscriptions to additional journals
- Access to AMA Marketing Power web site resources
- Discounts to conferences

- Many other benefits
2. Secondly AMA has also made a proposal for an AMA/EMAC Event.
- It will be a 1 ½ day event by invitation only with an estimated number of delegates of 100 (50 academics and 50 practitioners), with top level presenters (both business and academic), US/European presenters
 - Venue would be Frankfurt, and timing is September/October 2013
 - The event would be largely self-supporting
 - AMA would support travel for US speakers:
 - Co-chairs: Udo Wagner & Roland Rust

Roland also stressed the point that this collaboration is to create a bridge between AMA and EMAC, to have also a joint Academic and practitioner event, a joint EU and US event.

- *The EMAC McKinsey Marketing Dissertation Award* is a healthy and successful project. The process worked smoothly and both parties, EMAC and McKinsey are happy about it

8. EMAC Conferences

Gabriele Troilo, V.P. Conference, reported on EMAC Conferences.

2012 EMAC Conference

Paulo Rita, host for the 2012 conference welcomed all members He gave a brief overview.

The 2012 EMAC Conference was a record year, a record number of submissions.

Record No. of papers submitted: 1098

Record No. of accepted papers: 563

Record No of delegates: approx. more than a 1000

He indicated that this year, as can be seen in the conference proceedings, papers have been grouped into sessions according to their topics and each session has a title.

He mentioned the novelty of this conference – Facebook (friend of EMAC conference) and a mobile application for smart phones and tablettes.

He also indicated that the Doctoral Colloquium which took place on the 22-23 May was a success.

EMAC 25th Doctoral Colloquium

Gabriele Troilo reported on the 25th edition of the EMAC Doctoral Colloquium. He pointed that the EMAC Doctoral Colloquium ran very smoothly. The Colloquium is a platform for outstanding students to present their research projects and receiving valuable feedback from their peers and faculty members.

Submissions: This year there were a record number of applications with 162 submissions. 60 students were accepted in the 6 tracks, with 8 students in the advanced tracks and 12 students in the beginners' tracks.

EMAC Regional conference 2012

Galjina Ognjanov reported on the 3rd EMAC regional conference which will be hosted by University of Belgrade, Serbia on September 2012.

The conference mission is to foster marketing theory in the Central and Eastern European countries, foster the relationship and promote EMAC in these countries.

58 papers have been submitted and the review process is under and going smoothly

Future Conferences

EMAC 2013 Conference

Elif Karaosmanoglu, Conference Chair for the EMAC 2012 conference was pleased to report on the EMAC 2013 conference to be held in Istanbul on 4-7 June 2013.

The theme of the conference is '**Lost in Translation**: Marketing in an Interconnected World.

She gave an overview of the Istanbul Technical University and the Management Engineering Department, the only management department in Turkey. The honorary chair is the founder of the marketing group. She presented the main points:

- Fee: 460 Euros conference fee + 125 Euros membership fee
- Date: 4-7 June 2013, starting with the Doctoral Colloquium on 2-4 June.
- Sponsorship: Turkish telecom, Turkish Airline
- Track chairs and co-chairs: all have agreed.
- Social event and Gala dinner: the locations have been reserved

She would be happy to welcome all members to Istanbul next year.

Elif welcomed all members to come to Istanbul for 2014 Conference.

8. Any other business

No question was raised.

Veronica Wong thanked all members for their attendance and closed the meeting.