



General Assembly

Ljubljana – 27 May 2011

MINUTES

AGENDA

1. Minutes of the General Assembly June 2010 – Copenhagen
2. Elections and New Officers for 2011
3. Financial results 2010
4. Membership situation
5. Publications and IJRM
6. External Relations
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Decisions taken at the General Assembly – 27 May 2011, Ljubljana

Increase in membership fee to 125 Euros for 2014: The proposal for the increase of membership fee to 125 Euros for 2014 was put to vote. The proposal was approved by the majority of the General Assembly with 26 votes in favour, 0 against and 6 abstentions.
The increase in membership fee was approved and will be implemented.

MINUTES

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

1. Minutes of the General Assembly June 2010 - Copenhagen

The minutes of the General Assembly 2010 in Copenhagen were approved. They can be found on the EMAC website under the "For Members Only" section.

2. Elections 2010

Veronica announced the results of the 2011 Elections.

The elected members are:

President-Elect	Udo WAGNER
Vice-President Publications	Sönke ALBERS
Vice-President Membership	Peter VERHOEF
Vice-President External Relations	Roland RUST

National Coordinators

Austria	Melanie E. ZAGLIA
Belgium	Luk WARLOP
Brazil	Mauro LARUCCIA
Canada	Susan REID
Croatia	Durdana OZRETIC-DOSEN
Finland	Kristian MÖLLER
France	Arnaud DE BRUYN
Germany	Henrik SATTLER
Japan	Hirotaoka AOKI
Netherlands	Tammo BIJMOLT
New Zealand	Juergen GNOTH
U.S.A.	Gary LILIEN

Veronica welcomed all the new members on board. She thanked the members leaving the Executive Committee for their contribution to EMAC - Hubert Gatignon - V.P. Publications and the national coordinators - Adamantios Diamantopoulos - Austria, Claudia Acevedo - Brazil, Wolfgang Ulaga - France, Manfred Krafft - Germany, Rob Lawson - New Zealand.

The following members are changing positions on the board: Roland Rust leaving as national coordinator for U.S. and taking the position of V.P External Relations, Gary Lilien leaving the position of V.P. External Relations and taking now the position of national coordinator for U.S.

A special thanks for the members who are leaving the Steering Committee. In recognition of their excellent job Veronica handed a plaque to Hubert Gatignon who served as V.P. Publications, Gary Lilien who served as V.P. External Relations, Udo Wagner who served as V.P. Memberships and George Avlonitis as Past-President.

4. Financial Report

Gerrit Van Bruggen, EMAC Treasurer reported on EMAC financial situation. The overall picture looked mixed. Though not in a very bad financial health, EMAC financial situation presents some concerns which should be tackled urgently. The good news is that EMAC income has increased in 2010. On the other hand, its surplus is decreasing. EMAC has seen its profitability going down in 2009 and 2010; while it was still a small loss in 2009, this has become bigger in 2010 and the deficit is expected to grow even bigger in 2011. The outlook is not bright. The assumption is an expected bigger deficit in 2012 and onwards. EMAC has accumulated some savings in the last years and is now using these reserves. It has invested some of the money in various initiatives, such as the Electronic Resource and sponsoring PhD students.

The reasons for the deficit are known.

- Increase in support for IJRM
- Increase in expenditures for the support of doctoral students by subsidising 50% of the conference fee and full membership fee for Doctoral Colloquium students attending the conference and 50% of the membership fee for all PhD students attending the conference
- Increase in the number of bursaries awarded

These factors have brought some small losses which were expected.

However 2 important factors have impacted on the EMAC financials dramatically:

- New Value Added Tax (VAT) rules. Since the last part of 2010, EMAC had to comply with new VAT regulations. It has now to pay VAT 21%. Though VAT can be recuperated, the possibilities to recover all VAT paid are limited. This brought an immediate cut in the reserves.
- Increase in contribution for the secretariat at EIASM. EMAC has looked thoroughly at the situation and explored several possibilities. It has been paying a low fee to EIASM for a number of years. The request from EIASM is fair as there has been a high demand on the EIASM services. Sönke Albers, the EMAC Treasurer at that time has negotiated a transition period to span the increase in contribution.

Due to these 2 major expenses EMAC is facing a structural deficit. If it does not take immediate action, it will soon burn the reserves accumulated over the years. Urgent actions need to be taken to bring the financial situation back in balance again. The possibilities for impacting on a recovery in the short term are limited. EMAC can either reduce its expenses or increase its revenues. A couple of measures have already been taken to improve the financial situation in the short term.

- Reducing bursaries by 50% - this measure has been implemented this year.

Some measures will be implemented as of next year

- Stopping the membership discount for PhD students attending the main conference.
- Stopping the sponsorship of membership for Doctoral Colloquium students attending the main conference.

However EMAC still wants to pursue the support of doctoral research and consequently would continue its support for Doctoral Colloquium students attending the main conference by sponsoring 50% of the conference fee.

- Increasing membership fees.
Last year the General Assembly, upon a proposal by the Executive Committee Executive Committee, has approved an increase in membership fee from 90 Euros to 100 Euros for 2013. There is now a proposal to increase the membership fee to 125 Euros in 2014. This would cover for the lost of income due to VAT.

It should be noted that EMAC membership fee has not been raised for 10 years.

The Executive Committee made a concrete proposal to increase the membership fee from 100 to 125 Euros in 2014. This proposal has already been approved at the Executive Committee meeting. The proposal was put to vote to the General Assembly for ratification.

Comments from members:

- EMAC membership is already expensive. In this difficult economic situation it is not good to increase the membership fee in a high proportion. Other associations do not increase their fee in such a substantial way.

Gerrit Van Bruggen clarified the following points:

- There should be no confusion between the price paid for the conference and the membership fee. He also indicated that other associations have high membership fee; for example AMA's membership fee is 200 US\$ and that for INFORMS is about 250 US\$.
- He also explained that the rationale behind this increase is clear. The committee has looked thoroughly into the issue. EMAC is making a big loss and there is a necessity to take some urgent measures to generate revenues, otherwise the association will be in big financial problem.
- A question on PhD fees was raised.

Gerrit explained that the fees for PhD students:

- Free membership to PhD students who are awarded bursaries and to the Doctoral Colloquium students attending the main conference.
- 50% discount of the membership fee to all PhD students attending the conference.

This number has been increasing.

EMAC has looked into all these 'open ended' supports and some specific actions in reducing these supports have been taken and will be implemented as of next year

After a brief debate the proposal to increase the membership fee to 125 Euros in 2014 was put to vote.

The proposal was approved with 25 in favour, 0 against and 6 abstentions.

The increase in membership fee to 125 Euros for 2014 was approved by the General Assembly.

4. Membership

Udo Wagner, VP Membership reported on EMAC membership situation.

He was pleased to report that the situation is positive. EMAC has a record number in 2010 with 1018 members and 2011 is already very positive with 1054 members (figures on 5 May 2011) with a forecast of 1100 members.

The top countries breakdown in 2010 is:

1st position: Germany

2nd position: France

3rd position: U.K.

4th position: U.S.A

5th position: Spain

For 2011, though the ranking is not final, Germany stays at the 1st place, followed by France, U.K., U.S., Spain and Netherlands.

5. Publications & IJRM

Hubert Gatignon, V.P. publications reported on the two projects which have been initiated, namely the EMAC Electronic Resource and the 2nd EMAC journal.

EMAC Electronic Resource: Unfortunately the news is not very positive.

The appointed editor has not made any progress and has now resigned from this position. Given the financial challenges that EMAC is facing, it is recommended to stop the project unless a member from the Executive Committee or an EMAC member would be interested in taking leadership in that project. The Electronic Resource needs a champion. He/she could revive it and bring a 'modern' look into this project. Veronica made a call to all members to contact her if anyone is interested in reviving this project.

The following decision was taken: ***unless there is a motivated, enthusiastic member to lead the project, the EMAC Electronic Resource will be stopped.***

2nd EMAC Journal: the process for the search for editor for the 2nd journal is not completed yet. EMAC is still in the process of finding an editor. He added that it is better to take the time to find the right editor rather than having someone who would not deliver.

Sônke Albers, the new V.P. Publications, will now work diligently in the coming months on the 2nd EMAC journal

Hubert gave some more details on the 2nd Journal:

- the name: 'Journal of Marketing Behaviour'.
- The quality of the journal: Hubert stressed out that the journal would not be for papers rejected elsewhere, for example at JCR. It will be a journal with a broader behavioural perspective and managerially relevant.

He also added that there was a call for editor for the 2nd EMAC Journal and members can still nominate a potential editor.

Report on IJRM

Marnik Dekimpe, IJRM Editor, was pleased to report on the IJRM. The journal is in good health. He stressed out that IJRM is the flagship of EMAC.

- Number of submissions is increasing. Projection for the future is also very promising
There is an increasing number of submissions in the Consumer Behaviour field
- The impact factor has increased
- Response time has remained stable over the last years
- Desk rejects: approx 30% which is consistent over the year
- Quality of submissions is increasing
- There is a good mix of the various disciplines – Consumer Behaviour, Modelling
- Special issues: There are 3 upcoming special issues:

- Special issue on Global Brand Management
- Special Issue on Consumer Identities
- Special Issue on Marketing in Emerging Markets
- MSI is supporting best paper prizes for the Consumer Identities and Marketing in Emerging Markets special issues.

He concluded in emphasising that IJRM is in good shape and members should keep sending their best papers to IJRM.

5. External Relations

Gary Lilien, V.P. External Relations, reported on EMAC external relations activities.

- *The EMAC McKinsey Marketing Dissertation Award* is a healthy and successful project. He recommended everybody to attend the session and to see the best work of the emerging new scholars.
- MSI-Informs Society for Marketing Science (ISMS) Practice Prize and Video: EMAC is a formal sponsor of what is now the Gary L. Lilien ISMS-MSI Practice Prize and plays an active role in the competition. The Prize is a biennial event. MSI has now taken over the organization of the competition as a partner with ISMS. The next conference is scheduled for 9-10 December 2011 and will be hosted by the University of Maryland at its Washington DC campus. The video recordings of all past competitions are available publically on MIT TechTV in a special Collection at <http://techtv.mit.edu/collections/isms>.

- EMAC-ANZMAC Initiatives

Gary Lilien reported on the EMAC-ANZMAC initiative. A meeting is planned on Friday 27 May 2011 to firm up and formalise the links between the two associations. Several initiatives have been put forward and some are already implemented.

- EMAC-McKinsey Marketing Trends Survey – Focus Groups.

EMAC and McKinsey have launched a joint “trends” study, including a series of focus groups at the Ljubljana meeting. The idea is for McKinsey to understand the ‘theoretical’ aspect of marketing and for EMAC to have a better understanding of practice. The findings of the survey may take the form of a publication. Peter Leeftang and Peter Verhoef are involved in this initiative. Some focus groups have taken place during the conference.

Gary thanked both Peter Leeftang and Peter Verhoef for their involvement in this project.

7. EMAC Conferences

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

EMAC 24th Doctoral Colloquium – Ljubljana

The Doctoral Colloquium was a success.

This year there were a record number of applications with 142 submissions. 60 students were accepted in the 6 tracks, with 8 students in the advanced tracks and 12 students in the beginners’ tracks.

There was a good mix of students, coming from diverse institutions and countries

Gabriele thanked Andreas Hermann, the Doctoral Colloquium chair for the excellent job done.

Future Conference

2012 conference: May 20-22, 2012 hosted by ISCTE in Lisbon, Portugal

2013 Conference: June 2-4, 2013, hosted by Istanbul Technical University

Regional Conference

The EMAC Regional Conference will be hosted by University Alexandru Ioan Cuza, Iasi, Romania, September 11-13.

48 papers have been submitted, which is a bit less than the 2010 Regional Conference.

Report on EMAC Conference 2011 in Ljubljana

Maja Makovec Brencic, host for the 2011 conference gave a brief overview. She presented the figures which gave an overall picture of the conference

The acceptance rate was 54% - which is the same as for the 2010 conference.

No. of papers submitted: 791

No. of accepted papers: 429

No of delegates: 721

She gave an overview of the breakdown of delegates by country and was pleased to announce that Germany is the top country. She then represented the evolution of EMAC conferences from 2005 to 2011.

She mentioned the BigMac event taking place on Friday 27. This event brings together colleagues from the two different continents.

She was pleased to report that so far, at two-third of the conference, the programme has gone very smoothly. She thanked all members present for their attendance.

EMAC 2012 Conference

Paulo Rita, Conference Chair for the EMAC 2012 conference was pleased to point out that he started at EMAC 20 years ago as a Doctoral Colloquium student and 20 years later would host the EMAC Conference.

He explained the rationale behind the conference theme – which is based on the world increasing population, consumption and sustainability.

The themes identified are on 2 levels:

Citizenship

- Marketing to Citizens: Beyond Customers and Consumers
- Turning Marketing towards Citizens: Going Beyond Customers and Consumers
- Breaking New Grounds: Marketing's Role in Developing Citizenship

Sustainability

- Beyond Customers and Consumers: The Role of Marketing in Sustainability
- Shaping Behaviors for the better: The Role of Marketing in Sustainability

Tracks: The tracks follow the same structure as for the 2011 conference, 20 tracks, and the Special Interest Groups.

However, he has clustered the tracks and identified 6 major clusters – This would give a good, quick and clear overview of the different topics.

He gave an overview of the important dates:

- Dates and deadlines

Conference dates: May 22-25, 2012

Deadlines

Paper Submission: Submission of papers: December 1, 2011

Registration:

- Start of Registration: October 17, 2011
- Early bird online registration: April 16, 2012
- Latest online registration: May 10, 2012

He concluded by giving an overview of the organising Committee and a snapshot of ISCTE and Lisbon.

Paulo welcomed all members to come to Lisbon for 2012 Conference.

8. Any other business

No question was raised.

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