



General Assembly

Valencia – June 5, 2014

MINUTES

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10. Date and time of the next meeting
 - May 28, 2015, 17:30-18:30, Leuven, Belgium

MINUTES

The President Udo Wagner opened the meeting and welcomed all attendees.

1. Minutes of the General Assembly June 2013 – Istanbul

The minutes of the General Assembly 2013 in Istanbul were approved. They can be found on the EMAC website under the “For Members Only” section.

2. Elections

The President announced the results of the elections 2014.

The elected members are:

Vice-President Membership: **Peter VERHOEF**
Vice-President External Relations: **Roland RUST**
Vice-President Publications: **Marnik DEKIMPE**

National Coordinators

- Austria: **Sylvia VON WALLPACH**
- Belgium: **Anne TER BRAAK**
- Brazil: **Vivian STREHLAU**
- Canada: **Judith ZAICHOWSKY**
- China: **May WANG**
- Croatia: **Vatroslav SKARE**
- Finland: **Anne JALKALA**
- France: **Arnaud DE BRUYN**
- Germany: **Henrik SATTLER**
- Japan: **Jeongsoo PARK**
- Netherlands: **Tammo BIJMOLT**
- New Zealand: **Linda HOLLEBEEK**
- Singapore: **Hannah CHANG**
- USA: **Ajay KOHLI**

The President welcomed all the new members on board and in particular, May Wang representing China and Hannah Chang representing Singapore being the first representatives ever of their respective countries within the EMAC Executive Committee.

He thanked the members leaving the Executive Committee for their contribution to EMAC.

Vice-President Publications: **Sönke Albers**

National Coordinators

- Austria **Melanie ZAGLIA**
- Brazil **Mauro LARUCCIA**
- Belgium **Luk WARLOP**
- Canada **Susan REID**
- Croatia **Durdana OZRETIC-DOSEN**
- Finland **Kristian MÖLLER**

- Japan **Hiroataka AOKI**
- New Zealand **Juergen GNOTH**
- USA **Gary L. LILIEN**

A special thanks to Sönke Albers who has served 6 years as V.P. Publications.

3. Financial results 2013

Gerrit van Bruggen, the EMAC Treasurer, was happy to report that EMAC was back to a healthy financial situation. The year 2013 showed a surplus of 10.799, 56€, which would go to the reserves. The surplus for 2014 is expected to be higher.

4. Membership situation

The President reported on EMAC membership status. EMAC counts currently 1073 members and might reach 1100 members again by the end of this year.

The top countries' breakdown in 2014 is:

- 1st position: Germany
- 2nd position: UK
- 3rd position: France
- 4th position: Netherlands
- 5th position: Austria

5. Membership Survey

Maja Makovec-Brenčič, EMAC President-Elect, was pleased to report on the results of the membership survey. The survey was launched in December 2013 and is scheduled every two years. The respondents were mainly associate professors and professors; PhD students accounted for about 15%.

She highlighted the major outcome of the survey:

- EMAC's added value is increasing;
- The Doctoral Colloquium, the Climber Community and the Heads of Marketing Department Forum have been highly appreciated;
- IRJM is perceived as being more qualitative than last time.

Room for improvement was identified mainly in the communication area:

- How to better communicate relevant information to the members;
- How to involve and engage members more intensively in EMAC's activities;
- 50% of respondents did not know about the creation and development of EMAC's 2nd journal;
- The Newsletter and Chronicle should be improved to become more lively and attractive;
- The website should constantly be developed in terms of content and information.

6. Publications

The President briefly reported on the EMAC journals.

IJRM is in good shape: in 2013, 416 manuscripts were submitted and 43 articles were published. The replication corner had 25 submissions. So far 15 replications have been published.

EMAC's 2nd journal, JMB, has been launched. Udo Wagner invited members to send their papers to the journal and to promote JMB within their respective network.

A Code of Honor has been developed by the Ethics Committee composed of Ben Lowe, Christoph Fuchs, Marc Vanhuele, Jacob Goldenberg, Eitan Muller, Klaus Wertenbroch, Sönke Albers and Marnik Dekimpe. The idea was to have a non-binding document formulated in a positive way. The Code will be published on the EMAC website.

7. External relations

The President was pleased to report on EMAC External Relations activities.

- 1) The first ever joint event of EMAC and AMA, a conference on Innovation in Marketing, took place at Erasmus University in Rotterdam on May 27-28, 2014. It was co-chaired by Gui Liberali, Eitan Muller, Stefan Stremersch and Roland Rust. Keynote Speakers such as the CEO of Unilever and of Heineken took part in the conference. The 2016 conference will take place in Portland (USA); the 2018 conference at INSEAD, Fontainebleau, France.

In conjunction with the above conference a special issue of IJRM, co-edited by the above co-chairs will be published soon. It will consist of 5 high quality papers from the conference.

Roland Rust pointed out that EMAC should bring a highly qualified speaker at the next EMAC - AMA conference.

- 2) The EMAC/McKinsey Marketing Dissertation award is progressing smoothly, with Sönke Albers and Roland Rust and two members of McKinsey contributing in the selection committee. The award will be decided at the EMAC conference in Valencia next day.

A total of 36 dissertation abstracts were received and reviewed by a panel of expert reviewers. Based on the reviews, a set of six abstracts were selected and carefully examined by the selection committee. The three finalists will present their research at the EMAC conference next day. The winner will be selected from the three finalists.

- 3) EMAC will co-sponsor a Global Marketing Conference in Singapore from 15-18 July 2014, spearheaded by GAMMA, an Asian centered marketing association. Over 1000 submissions were received.

The EMAC- GAMMA Joint Symposium on "Marketing in Europe and Asia" that takes place during the conference received 12 submissions. Half of them were rejected but will be presented at the poster session. AMA and a number of Asian marketing associations will also be co-sponsors.

8. EMAC Conferences

Enrique Bigne, host of the 2014 conference, welcomed all members and gave a brief overview.

EMAC Annual Conference 2014

- Papers submitted: 999
- Papers accepted: 530
- Number of posters: 100

EMAC 27th Doctoral Colloquium

- Papers submitted: 154
- Papers accepted: 60
- 18 faculty members
- 3 tracks : Consumer Behaviour, Marketing Mix Instruments, Strategy and Internet:
 - 25 students in the advanced tracks
 - 31 students in the beginners tracks

The President briefly reported on the future conferences:

EMAC Regional Conference 2014

The 5th EMAC Regional Conference will be hosted by the University of Economics in Katowice, Katowice, Poland on September 24-26, 2014.

64 papers were submitted. The review process is ongoing and accepted authors will have the opportunity of publishing their paper in special issues of international and regional journals.

EMAC 2015 Conference

The conference will be hosted jointly by KU Leuven and Vlerick Business School in Leuven, Belgium, on May 26-29, 2015. New initiatives such as a movie track and collaboration groups will be implemented.

EMAC Regional Conference 2015

The 6th EMAC Regional Conference will be hosted by the University of Economics and Business in Vienna, Austria, on September 16-18, 2015.

9. Any other business

No additional item was raised.

10. Date and Time of the next meeting

May 28, 2015, Leuven, Belgium

The President welcomed Maja Makovec-Brenčič as the new EMAC president. She thanked the President, the Steering Committee and EMAC members for their trust and support.

The outgoing President, Udo Wagner, thanked all members for their attendance and closed the meeting.