



# General Assembly

Copenhagen – 3 June 2010

## MINUTES

The EMAC President, George Avlonitis, welcomed the attendees and opened the meeting.

### AGENDA

1. Minutes of the General Assembly May 2009– Nantes
2. EMAC Survey
3. Elections and New Officers for 2010
3. Financial results 2009
5. Membership situation
6. Publications and IJRM
7. External Relations
8. EMAC Conferences
9. Miscellaneous

### MINUTES

The President George Avlonitis opened the meeting and welcomed all attendees.

#### **1. Minutes of the General Assembly May 2009 - Nantes**

The minutes of the General Assembly 2009 in Nantes were approved. They can be found on the EMAC website under the “For Members Only” section.

#### **2. EMAC Survey**

Veronica Wong reported on the 2010 EMAC Survey. She reminded the members that the EMAC survey was initiated by George Avlonitis in 2008 to assess members’ satisfaction. This 2010 survey had a response rate of 26%. The respondents were mainly new members, male and a high proportion of young members (under 30 years).

The objective of the survey was to:

- Ascertain members’ needs and expectations and satisfaction

- Monitor and identify changes
- Inform strategic priorities

The main outcomes are:

- Four key elements influence overall experience/satisfaction with EMAC – annual conferences, IJRM, networking opportunities, and membership fee.
- While EMAC meets and exceeds members’ expectations in areas of lowest importance (i.e., web presence and other publications respectively), satisfaction with key attributes such as the annual conferences, IJRM, networking, and membership fee falls below expectations. There is a misperception as to IJRM in that the perception is that IJRM is more quantitative/econometric modelling rather than qualitative marketing research methods. The priority is now to redress that misperception. In an effort of continuous improvement, EMAC should continue the efforts to sustain member satisfaction
- The issue of EMAC membership fee must be addressed. There is also a perception that the membership fee is too high.
- The members’ overall experience/satisfaction with EMAC has been positive and consistent in the 2008 and 2010 surveys, but there is urgent need to address the potential threat of reduced likelihood of both membership renewal  
In order to attract and retain members, EMAC has to continually meet and exceed members’ expectations and to deliver superior value-for-money.
- The significant impact of satisfaction with the annual conferences on overall EMAC experience and loyalty, suggests that EMAC must continually seek ways to improve its performance in attributes that significantly influence conference success, notably, quality of sessions, value-for-money, networking opportunities, and social events..

George Avlonitis thanked Veronica for the survey.

### **Heads of Marketing Survey and Forum**

Udo Wagner reported on the Heads of Marketing Forum which took place on June 3. Prior to the forum a survey to the Heads of Marketing Department was carried out. The objective was to collect valuable information for the agenda-setting of the Forum. The survey went out to 456 heads of department; the response rate was 12%. Full report of the survey can be found on the EAMC website.

The Forum:

The Heads of Marketing Forum was very positive. 20 Heads of Marketing attended the forum.

Several good ideas were generated from the discussions:

- Creation of a database to benchmark and compare the job of the head of marketing department
- Organise a special session on career development (recruitment, career path) at the next EMAC Conference. It is important for the heads of marketing department to know what is happening in other countries in the career perspective
- To use the forum to discuss specific topics/issues as identified in the database.
- EMAC as a community should think of its role in helping raise the recognition of the marketing discipline in business schools.

George Avlonitis indicated that he was very pleased with this new initiative. The forum was very successful and it is only the beginning.

### **3. Elections 2010**

George Avlonitis announced the results of the 2010 Elections.

He was happy to announce the election of the EMAC new Treasurer – Gerrit Van Bruggen.

1 new country has joined Executive Committee- Serbia.  
The elected members are:

Treasurer        Gerrit VAN BRUGGEN

### **National Coordinators**

Australia :        **John ROSSITER**  
Greece :            **Paulina PAPASTATHOPOULOU**  
Hungary:           **Zsofia KENESEI**  
Ireland :           **John FAHY**  
Italy :               **Elisa MONTAGUTI**  
Korea:              **Kyung Hoon KIM**  
Norway :           **Tor W. ANDREASSEN**  
Portugal :         **Claudia SIMOES**  
Serbia :             **Galjina OGNJANOV**  
Slovenia:          **Vesna ZABKAR**  
South Africa:     **Steven Michael BURGESS**  
Sweden:            **Anders GUSTAFSSON**  
Turkey:             **Elif KARAOSMANOGLU**

George welcomed all the new members on board. He thanked the members leaving the Executive Committee - Sönke Albers, Sven Haugland, Maja Makovec-Brencic, Magnus Soderlund, Zeynep Gurhan-Canli

George thanked Sönke for the excellent work accomplished as EMAC Treasurer for the last 6 years. In recognition of his excellent job, George handed a plaque to Sönke.

## **4. Financial Report**

Sönke Albers, EMAC Treasurer, reported on the EMAC financial situation for the last time after 6 years as EMAC Treasurer.

This year for the first time EMAC has a deficit. It is however a deficit by intention. Over the last years EMAC has accumulated a lot of money. There was no sense in accumulating and EMAC had decided to invest money for the benefits of its members:

- Launch of the Chronicle
- Increased number of bursaries (20) to PhD students
- 50% discount of membership fee for PhD students attending the conference
- 50% discount on conference fee for Doctoral Colloquium students attending the main conference.

Sönke added that the bad news is that additional services cost money. EIASM has asked for an increase in contribution from EMAC.

In order to cover for the increased costs and decrease the deficit, the Steering Committee has decided on the following measures:

- Discontinue the printed version of the Chronicle, but offer its online version
- Reduce the costs of bursaries by 50%, that is offer 50% off the conference

- Increase membership fee by 10 Euros as of 2013. Sönke explained that to cover for the additional costs that will arise for the second journal, the Steering committee has decided for an increase of the membership fee by 10 Euros, this to be approved by the General Assembly.

The increase in membership fee is put to vote. No comments were made. The increased was approved by the General Assembly.

#### *Annex 5: Financial Report*

### **4. Membership**

Udo Wagner, V.P. Membership reported on the EMAC membership situation. EMAC has reached 935 members in 2009. In 2010 EMAC has currently 976 members, but is very likely to reach 1000 members in 2010

The top countries breakdown in 2009 is:

- 1<sup>st</sup> position: Germany
- 2<sup>nd</sup> position: U.K
- 3<sup>rd</sup> position: Spain
- 4<sup>th</sup> position: Netherlands and France
- 5<sup>th</sup> position: U.S.A

For 2010, though the ranking is not final, Germany stays at the 1<sup>st</sup> place, followed by France, U.K., U.S.A. and Netherlands.

### **5. Publications & IJRM**

Hubert Gatignon, V.P. publications reported on the EMAC publications.

He focused his report on 3 points:

- ***EMAC McKinsey Dissertation Award***

He was pleased to report on this inaugural EMAC-McKinsey Marketing Dissertation Award. The award was very successful activity. The selection committee was composed of Hubert Gatignon, EMAC VP Publications, Gary Lilien V.P. External Relations and 3 McKinsey colleagues. The award was a big success – beyond expectations; 68 submissions were received. Competition was rather fierce. Hubert encourages members to attend the session. The awardees will be announced at the Conference dinner.

- ***2<sup>nd</sup> EMAC Journal***

Hubert Gatignon reported on the 2<sup>nd</sup> EMAC journal. He was pleased to announce that the Executive Committee has approved the launch of a 2<sup>nd</sup> journal – named ‘Journal of Marketing Behaviour’. It is the result of an extensive work done by a special committee. More info on the new EMAC journal will be available in the coming months and Hubert will also organise a search committee for an editor.

- ***EMAC Electronic Resource***

Hubert Gatignon then reported on the EMAC Electronic Resource.

Hubert was pleased to announce that Thorsten Hennig-Thurau has accepted to be the editor of EMAC Electronic Resource.

The objectives of the Electronic Resource are:

- To share material relevant to EMAC members
- To attract new group of people to EMAC. So far most EMAC members are academic. Hopefully the Electronic Resource might attract more practitioners.

#### **- IJRM**

Marnik Dekinpe, IJRM editor reported on the journal. He thanked Stefan and Don for their work; they have handed the journal in great shape.

He gave an overview of the evolution of the journal in the last year.

- Number of board member has increased
- There is a small shift in the area editors and in the composition of the board members. There are now more Europeans.
- The submission rate is increasing. If the trend continues, there might be approx 400 submissions in 2010.
- Processing time: the turnaround time is 57 days excluding desk reject  
1/3 of submission - desk reject  
1/3 goes to area Editors
- Impact factor is increasing thanks to Stefan and Don's efforts.
- There is a forthcoming Special Issue on Global Brand Management
- IJRM Promotional activities – IJRM is making every effort to gain more visibility, for example by having a presence – either Marnik himself or an Area Editor, whenever needed. The Executive Committee members can contact Marnik and can spread the message to the different communities.

Marnik emphasised the fact that IJRM is open to all type of research. He explained that together with Veronica Wong and two area editors, they have classified the papers published in IJRM. The outcome is 1/3 of papers published are qualitative (consumer behaviour), the other 1/3 more strategy oriented and last 1/3 is more quantitative, modelling; there is a roughly equal representation (one-third of each) of strategy-, consumer behaviour- and modelling- papers, than what is currently perceived

## **6. External Relations**

Gary reported on his portfolio.

*The Distinguished Marketing Scholar 2010:* Gary Lilien reported on this new EMAC initiative. He was pleased to announce that Berend Wierenga and Peter Leeflang are the winners of this new prestigious award.

This award is a great contribution to EMAC and he thanked George for this initiative.

*The EMAC-McKinsey Marketing Dissertation Award—2010* He was pleased to report that as mentioned by Hubert, the award was again very successful this year.

*MSI- ISMS Practice Prize.*

Gary Lilien gave a brief overview of this prize which started when in 2003 Informs Society of Marketing Science in an effort to recognize practice initiated this practice prize. This prize is hosted at the Informs Conference. The competition has been running superbly over 4 years now. MSI now runs the conference and this year's conference took place at MIT.

He underlined the fact that EMAC sponsors the Practice Prize, which helps to sponsor the video taping of the presentations.

He briefly showed the “MIT Tech TV” where all presentations are accessible with an efficient search system. They are available both in streaming form or downloadable in most common and used formats. They are accessible at the site: <http://tech.mit-edu/collections/isms>

The next competition is scheduled 2011-2012.

### *BIGMAC*

Gary Lilien reported on the BIGMAC which took place in Melbourne last December. Suzanne C. Beckmann was the EMAC representative.

The next BIGMAC will take place in 2011 at the EMAC Annual Conference in Ljubljana

## **7. EMAC Conferences**

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

*EMAC Doctoral Colloquium* He reported on the Doctoral Colloquium:

The chair was Tammo H.A. Bijmolt from University of Groningen, Netherlands and the co-chairs: Demetrios Vakratsas, Rik Pieters, Thorsten Hennig-Thurau, Florian von Wangenheim, Klaus Wertenbroch

18 faculty members were involved

The colloquium is structured in 3 tracks

- Consumer Behaviour, Marketing Mix Instruments, Strategy and Internet

- 3 advanced tracks with 8 students

- 3 beginners tracks with 12 students

This year there was a record number of submissions: 107 Submissions with 60 accepted students.

### *Future Conferences*

2011 Conference : The 40th EMAC CONFERENCE hosted by University of Ljubljana, Slovenia

May 22 - 24: EMAC Doctoral Colloquium

May 24-27: 40th EMAC Conference

2012: The 41th EMAC CONFERENCE will be hosted by the ISCTE, Portugal

May 20-22: EMAC Doctoral Colloquium

May 22-25: 41th EMAC Conference

### **EMAC 2010 Conference**

On behalf on Copenhagen Business School, Suzanne C. Beckmann thanked the Conference Organizing Committee for the excellent work they have done. Due to time pressure she gave a very brief overview of the conference

- N° of papers submitted: 865
- N° of accepted papers: 451
- N° of SIGS accepted: 12
- Number of invited sessions: 2
- Number of Tracks: 43 with 1 chair / 1 co-chair, except for Consumer Behaviour which had 1 chair / 2 co-chairs because of the huge number of papers submitted in this track.
- The top 5 tracks were: Consumer Behaviour, Advertising and Promotion, Product and Brand Management, New Technologies and E-marketing and Social Responsibility, Ethics and Consumer Protection.
- N° of delegates: 777
- N° of sessions: 130, included 12 SIGS into 12 parallel sessions

**1<sup>st</sup> EMAC Regional Conference:** Gabriele then briefly reported on the Regional Conference which will take place in Budapest on September 24-25, 2010.

Andras Bauer, Conference host, briefly presented the 1<sup>st</sup> EMAC regional conference conference. The conference is a 1,5-2 day conference combined with a Doctoral Workshop for young regional researchers.

- A conference that continues the MTC series and adds a broader background and standards of EMAC – Governance structure worked well
- Allows EMAC to introduce itself and increase membership in the region
- A natural meeting point of scholars involved in researching emerging and transition economies

### **Report on the 2011 EMAC Conference in Ljubljana**

Maja Makovec-Brenčič, conference host for 2011 gave a brief overview of the 40th EMAC Annual Conference in Ljubljana. She gave a general overview of the University and the facilities.

The organising committee will consist of:

President: Maja Makovec Brenčič, PhD, FELU

Members

- Irena Vida, PhD, FELU
- Vesna Žabkar, PhD, FELU
- Domen Bajde, PhD, FELU
- Tomaž Kolar, PhD, FELU
- Maja Konečnik Ruzzier, PhD, FELU
- Members of the Faculty of Economics and Business, University of Maribor and
- Faculty of Social Science, UL

The theme of the conference is ‘The Day After’ the infrastructure: Inspiration, Innovation, Implementation

The important dates are:

Doctoral Colloquium: May 22-24 May 2011

EMAC Conference: May 24 - 27 May

She would be pleased to welcome all EMAC members to Ljubljana next year.

### **8. Any other business**

No question was raised.

George Avlonitis thanked all members of their attendance and closed the meeting.

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