



# EMAC Fellows Meeting

**Brighton – 29<sup>th</sup> May 2008**

## MINUTES

**Present:** Michael Baker, József Berács, Suzanne C. Beckmann, Susan Douglas, Lutz Hildebrandt, Hubert Gatignon, Graham Hooley, Gilles Laurent, Gary Lilien, Kristian Möller, Hans Mühlbacher, John Saunders, Jan-Benedict Steenkamp, Berend Wierenga, Nina Payen

**Apologies:** Keith Blois, Klaus Grunert, Hans Kasper, Gilles Laurent, Peter Leeflang, Lars-Gunnar Mattsson, Piet Vanden Abeele

### Agenda

1. Opening
2. Minutes of the meeting in Reykjavik - 24<sup>th</sup> May, 2007 (see enclosure)
3. Current issues in EMAC (by the EMAC President)
4. EMAC Fellows Constitution (see enclosure)
5. Reflections by EMAC Fellows
6. Activities of the EMAC Fellows
7. Miscellaneous
8. Closing

The Dean of EMAC Fellows, Berend Wierenga, welcomed the attendees and opened the meeting.

He presented the agenda which was approved.

### **2. Minutes of EMAC Fellows meeting – May 24, 2007 – Reykjavik**

2 changes to the minutes were made:

- Correct spelling of name: Suzanne C. Beckmann
- Michael Baker was present at the meeting in Reykjavik

The minutes were then approved

### 3. Feedback by EMAC President on major current issues in EMAC

József Berács reported on the main EMAC activities:

- Membership – EMAC has now reached 1000 members. He reminded that the EMAC membership is still very closely related to the conference attendance. He emphasized the role of national coordinators in recruiting new members.
- Publications: József raised the question of a 2<sup>nd</sup> EMAC journal. He explained that a small committee will be created under the leadership of Hubert Gatignon, new V.P. Publications to examine the feasibility of a 2<sup>nd</sup> EMAC journal. Hubert will report back to the Steering and Executive Committee in October.
- External Relations: József briefly explained the 2 models that EMAC is facing – the outward looking model with collaboration with other institutions and the inward looking model focused on the internal activities of EMAC. Graham Hooley mentioned that he is a member of the EIASM board and asked if it would be relevant for EMAC to be a member of EFMD.
- Conference: EMAC will be developing some thematic conferences on top of its main annual conference.

Berend mentioned that it would be interesting to see more good quality papers in the area of transition economies. József took this opportunity to mention that there was no participation from the Central and Eastern European countries in the Doctoral Colloquium. He made some suggestions to increase participation from these countries, such as

- o increase the number of participants in the beginner's track and accept some students from the emerging countries
- o create a 1 day workshop in the Central and Eastern European region for PhD students

George Avlonitis, the next EMAC President, raised the question of the value for money that EMAC offers to its members apart from IJRM. The value for money could be

- the EMAC publications
- networking opportunities
- institutional membership – he briefly gave some feedback from the Heads of marketing meeting which took place on Wednesday 28<sup>th</sup> May. This initiative might lead to a special interest group for heads of marketing where people can share information and knowledge.
- improve the quality of sessions at the conference
- improve the reviewing process for the conference
- the use and visibility of the Teaching Portal

Some suggestions were made on the reviewing process

- Track chairs spend time and effort ensuring a good process for the conference. It is important to recognize this and an incentive might be to waive the conference fee for the track chairs.
- As EMAC is reaching a level of submissions that is difficult to manage, a solution would be not to have a reviewing process.
- There are many submissions from PhD students. In an effort to guarantee quality of papers it might be interesting to establish a policy that would indicate the level of the paper.

It was reminded at this stage that there has been a quality problem with the EMAC conference in the past and the track chair system was then introduced to maintain the quality level. The reviewing process cannot be abolished. Some

universities use accepted papers as a condition for travel money. The high rejection rate at the conference is a reference of quality. Hubert Gatignon mentioned that currently some good papers are rejected, which brings a bad reputation to the EMAC Conference.

Berend Wierenga mentioned that the reviewing process is an urgent issue which should be handled. It is now in the hands of the new President.

Teaching Portal: József Berács explained that the Teaching Portal is not successful. It has not been launched in an efficient way; someone needs to take the responsibility of leading the Teaching Portal. Hubert Gatignon as V.P. Publications will examine this issue.

Michael Baker mentioned that if EMAC Fellows can be of any help in this matter, they will be happy to assist but the EMAC Executive Committee needs to ask them on the specific points they would like the EMAC fellows to act.

#### **4. EMAC Fellows Constitution**

Berend Wierenga reported on the EMAC Fellows Constitution. The discussion focused on the procedure to nominate fellows.

Some changes to the existing procedure were discussed and approved.

- *Nominating honorary fellows(not active anymore, for example retired)*  
Add a criteria in the Constitution for nominating honorary fellows as follows:  
*Criteria for nominating Honorary Fellows*
  - a. have achieved a high level of scholarship and be a recognized leader in the field of marketing,
  - b. have made significant and enduring contributions to EMAC ( for example as President, a Vice-president, National Coordinator, Conference Chair or editor of IJRM, Conference organizer, etc)
  
- *Procedure for nominating new fellows*
  - o The number of fellows should be limited to approximately 20 (currently 17 + 2 honorary)
  - o Individual fellows can nominate a potential candidate. They should send in the name of the fellow they want to nominate with a paragraph on why he/she should be nominated. Fellows are nominated by fellows and not self nominating
  - o A pre-screening of the candidates will be done by the Dean and Susan Douglas
  - o Nominations would be known only to EMAC fellows
  - o This procedure should be done in advance of the Fellows meeting, so that the nominations would be announced at the Conference dinner.
  - o Timing:
    - Nominations to be sent by 31 December 2008 to bwierenga@rsm.nl
    - Voting on the two candidates to be proposed to the Executive Committee to take place by 1<sup>st</sup> March 2008

It was agreed that 2 new fellows would be nominated in 2009.

- *Procedure to moving fellows to honorary fellows*

If a fellow retire, then he/she can be invited to become a honorary fellow.  
Potential candidate for 2009 is Keith Blois.

## **5. Reflections by EMAC Fellows**

The EMAC fellows made a few suggestions as described below:

- Hans Mühlbacher pointed out that the invited speakers at the conference are always from the U.S. He believed that conference host should invite EU speakers for the conference plenary session. They could be EMAC members. There are high level academics with international reputation that could give interesting insights.
- Suzanne Beckmann suggested a more flexible format to the plenary session. There could be 1 keynote speaker and then a panel session
- John Saunders commented on the conference demography. It seems that the 40 years-old age group is missing.
- Gary Lilien explained that EMAC should look more into the benefits it offers to its members He suggested giving some 'benefit packages' to EMAC members in the form of
  - o Networking
  - o Coaching young academicsLooking into other solution – for example mediated webinars  
These webinars could be on specific topics such as 'How to publish'.  
This can be done in a cost effective way.  
EMAC members can participate in these activities

## **6. Activities of the EMAC Fellows**

Berend was pleased to report on the EMAC fellows activities

- Lunch with Doctoral Students  
The lunch of doctoral students with the EMAC fellows at the close of the doctoral colloquium was much appreciated by the students.
- External Relations – EMAC fellows could take a more active role. Gary Lilien will send an email to the EMAC fellows on this point.
- EMAC will be celebrating its 35<sup>th</sup> anniversary in 2010. EMAC Fellows will reflect on it for the Conference in Copenhagen.

## **7. Miscellaneous**

No points were raised

Berend Wierenga thanked the EMAC fellows for their participation. The meeting was adjourned.