



Executive Committee Meeting

Brighton – 29 May 2008

MINUTES

The EMAC President, József Berács, welcomed the attendees and opened the meeting.

AGENDA

1. Minutes of the General Assembly May 2007 – Reykjavik
2. Outcome of EMAC Survey
3. Elections and New Officers for 2008
4. Financial results 2007
5. Membership situation
6. Publications and IJRM
7. External Relations
8. EMAC Conferences
9. Miscellaneous

MINUTES

The President József Berács opened the meeting.

1. Minutes of the General Assembly May 2008 - Reykjavik

The minutes of the General Assembly 2007 in Reykjavik were approved. They can be found on the EMAC website under the “For Members Only” section.

2. Outcome of EMAC Survey

George Avlonitis thanked all members who have participated in the EMAC survey. 250 members responded to the survey, which is approximately a response rate of 30%.

From the results of the survey, a lot of work still needs to be done by the Steering Committee and the Executive Committee to satisfy even further EMAC members. The goal is to increase the loyalty of EMAC members.

The main findings of the survey were:

- EMAC is doing well but still needs to enhance the services to its members.
- Conference satisfaction – the social aspect of the conference, networking and value for money on top of the academic content were the most important aspects of the conference
- There seems to be a need to create social event to improve furthermore the networking opportunities, creating hence more value for money.
- IJRM- The results of the survey showed that IJRM is a prestigious journal; however there seems to be a perception of too much focused on Modeling and a lack of balance between qualitative and quantitative research methods.
- Other services:
 - EMAC website should be more user friendly and its functionality be better addressed
 - The Chronicle and Newspaper should be further developed in terms of structure and informative character
 - The Teaching Portal has a low satisfaction. Its specific services should be improved in terms of usefulness and should be more visible; or else decision should be taken to abandon the portal.
- EMAC might want to strengthen the relationship with the business community.

3. Elections 2008

József Berács announced the results of the 2008 Elections.

1 new country has joined the Executive Committee- Croatia

Vice- President

External Relations	Gary Lilien
Membership	Udo Wagner
Publications	Hubert Gatignon

National Coordinators

Austria	Adamantios Diamantopoulos
Belgium	Luk Warlop
Brazil	Claudia Acevedo
Canada	Susan Reid
Croatia	Durdana Ozretic Dosen (New country)
Finland	Kristian Möller
France	Wolfgang Ulaga
Germany	Manfred Krafft
Japan	Hiroataka Aoki
New Zealand	Rob Lawson
U.S.A.	Roland Rust

4. Financial Report

Sönke Albers, EMAC Treasurer, reported on the EMAC financial situation. EMAC is in a healthy financial situation. He reminded the members that EMAC is investing money in bursaries to PhD students attending the EMAC conference - the number of bursaries this year has increased to 10 PhD Students and is also giving support to Doctoral Colloquium students who are attending the conference.

Sönke briefly mentioned the advantageous contract negotiated with Elsevier. He also indicated that the revenue is proportional to the number of downloads.

EMAC has a positive cash flow.

No further comments were made and the financial accounts were approved.

5. Membership

In absence of Udo Wagner, József Berács reported on the membership situation. He thanked Udo Wagner for his work. EMAC has now reached 1000 members.

He reminded the drop in membership in 2006 due to the change in fee structure. 2006 was a transition year.

He also indicated that the increase in membership in 2008 should not hide the fact that EMAC has a low level of loyal members – approximately 11%.

Udo is working on how to retain membership and increase loyalty.

6. Publications

Jan-Benedict Steenkamp reported on the EMAC publications. He indicated that the general agreement according to the survey is that IJRM is the 2nd high in EMAC members' satisfaction. IJRM is the only non U.S. based journal with a strong position. However he remarked that even if some observations in the survey were not so positive for IJRM, in general it has high score in the general satisfaction.

Jan-Benedict Steenkamp thanked Stefan Stremersch and Donald Lehman for their effort and contribution to further increasing the quality of the IJRM. He insisted on the fact that IJRM is the single success story in EMAC. The growing membership of EMAC is giving more exposure to IJRM.

George Avlonitis mentioned the possibility of second publication for EMAC. Jan-Benedict explained that a small committee will be created under the leadership of the new V.P. Publications, Hubert Gatignon to examine the feasibility of a second journal, to see whether there is a market for such a journal. Hubert will report on the outcome of the committee to the Steering Committee at the meeting in October 2008.

IJRM

Stefan Stremersch and Don Lehman reported on the IJRM.

Stefan highlighted the following points:

- IJRM is a top level journal
- Editorial policy: the aim is to increase “global” visibility and availability and bring IJRM to the forefront of the field
- The review process has improved considerably – a larger board, 14 area editors, decreasing processing time and a shorter process
- Submission is growing
- The impact factor has increased but remains stable
- Rejection rate remains high
- Increase in the number of downloads
- Increase in budget due to increase in support from Elsevier and for a small part from EMAC

- Future plans :
 - Special issues:**
 - 1) *Marketing & Health 2008*
 - 2) *Organic Growth 2009*
 - 3) *Marketing Competition 2010*
 - Special sections:**
 - 1) Marketing Models 2009
 - 2) Innovations in Sales Force 2010

In general IJRM is in a financially healthy situation

He stressed the fact that IJRM is at the centre of EMAC and is its main asset.

He also mentioned that there is no scientific evidence proving the different issues as brought up by the survey and discussed in the meeting.

József thanks both Stefan and Don for their work. He added that IJRM is a prestigious journal.

7. External Relations

In absence of Gary Lilien, V.P. External Relations, József briefly reported on EMAC external relations.

He pointed out that EMAC needs to define what types of relations it wants to develop with other institutions. He mentioned that there are many opportunities, but EMAC needs some product champions.

8. Conferences

Report on EMAC 2008 Conference – Brighton

Keith Perks, Chair of the EMAC 2008 Conference reported on the conference.

Some figures:

No: of papers submitted: 720

Papers accepted: 408 (56% acceptance)

Final programme: 401 papers in 101 sessions.

Doctoral Colloquium received 117 applications and 45 outstanding doctoral students were selected for the colloquium.

This year's colloquium had 5 tracks – two for the beginners track and 3 advanced tracks.

Managing the review process

The review process, decision making and notification to authors were done in a timely manner.

All deadlines were met through careful planning.

Best Papers

- Best Paper based on a doctoral dissertation: There were 110 applications, from which a shortlist of 10 were selected for the EMAC bursaries.
- Best paper in the Social Marketing – was selected by the chairs of the Public and Non-profit track and the 'Ethics and Social Responsibility track and by Professor Jeff French from the National Social Marketing Centre.
- Best Paper in the Consumer Behaviour track: - was selected in a shortlist of 10 papers from 60 were selected by the track chair and Keith Perks

Managing the conference organisation process

Keith briefly described some important points that helped managing the conference organisation process

- Early recruitment of reviewers via the website (June 2007)
- Control over reviews, decision on papers and allocation of papers to sessions
- Very specific and clear guidelines for submission of papers

- Creation of guidelines for presenters and session chairs
- Give good visibility for the conference - Advertise on ELMAR and link to other conferences or associations.

Future Conferences

Gabriele Troilo, V.P. Conferences reported on the future EMAC conferences.

2010 EMAC Conference will be hosted by Copenhagen Business School, Copenhagen, Denmark

Potential candidates for future conferences are

- 2011 Conference: University of Ljubljana
- 2012 Conference: ISTCE, Lisbon, Portugal

Report on the 2009 EMAC Conference in Nantes

Jean Louis Nicolas briefly reported on the progress of the conference

- The website has been created and will be online in June
- The list of tracks have been completed and all track chairs have been identified and have agreed to be part of the track chair and reviewing process
- Logistics preparation in under way; 900 hotel rooms with a good range of price have been pre-booked in Nantes
- Social events – opening ceremony, gala dinner have been arranged.

4. Any other business

One question was raised on the reasons and motivation for an EMAC 2nd Journal. József Berács briefly explained the history; the question of a second EMAC journal is not a new one and has been raised and thoroughly discussed in the past. With a second publication EMAC might enhance its services to the members. However a second publication should not jeopardize the existing IJRM journal. In the last 2 years the EMAC Executive Committee has formed a standing committee to discuss the possibility of a second journal. Some proposals have been made.

Hubert Gatignon, new V.P. Publications will now take the leadership on that and will form a committee to evaluate the feasibility of the second journal.

The President concluded the meeting mentioning that he was very pleased to have served the EMAC members for 2 years. He has learned a lot during his presidency.

He thanked all members of their attendance and closed the meeting.