



Executive Committee Meeting

Istanbul, June 4th, 2013

MINUTES

The EMAC President, Udo Wagner, welcomed the attendees.

Apologies: Veronica Wong, Gerrit Van Bruggen, John Rossiter, Melanie Zaglia, Luk Warlop, Mauro Laruccia, Tore Kristensen, Zsofia Kenesei, John Fahy, Elisa Montaguti, Hirotaka Aoki, Kyung Hoon Kim, Juergen Gnoth, Galijna Ognjanov, Tor W. Andreassen, Steven Burgess, Anders Gustaffsson, Gary L. Lillien, Enrique Bigne, Elaine Wallace, Vardit Landsman-Schwartz, Eunju Ko, Paulo Rita, Daniela Schäffer

Agenda

1. Welcome

Minutes of previous meeting - May 2012, Lisbon (5 mins)

2. Issues requiring decisions (60 mins)

- 2.1. EMAC National Representatives – Changes of duties (*Gary Lilien*)
- 2.2. EMAC Statutes & EMAC Executive Committee (*Udo Wagner*)

3. Issues for reporting and updating (90 mins)

- 3.1. Elections (*Udo Wagner*)
- 3.2. EMAC Publications (*Sönke Albers*)
 - International Journal of Research in Marketing (*Eitan Muller and Jacob Goldenberg*)
 - Journal of Marketing Behaviour (*Klaus Wertenbroch*)
- 3.3. Membership (*Peter Verhoef*)
- 3.4. EMAC Communication Channels (*Peter Verhoef*)
- 3.5. External Relations (*Roland Rust*)
- 3.6. Financial Report (*Gerrit Van Bruggen*)
- 3.7. Conferences (*Andras Bauer*)
 - Report on EMAC Conference 2013 in Istanbul (*Elif Karaosmanoglu*)
 - Doctoral Colloquium 2013 in Istanbul (*Thomas Otter*)
 - CEE Regional EMAC Conference 2013 (*Maria Smirnova*)
 - Future annual conferences (*Andras Bauer*)
 - Arrangements for EMAC 2014 in Valencia (*Enrique Bigne*)
 - EMAC 2014 Regional Conference (*Maja Szymura-Tyc*)
 - EMAC 2015 Conference (*Luk Warlop*)
- 3.8. EMAC Fellows (*Gilles Laurent*)

4. Any other business (10 mins)

5. Date and time of next meeting

- **October 25, 2013, 10.00-16.00, Brussels, Belgium**
- June 3, 2014, 14.00 – 17.00, Valencia, Spain

EXECUTIVE COMMITTEE – Attendance Istanbul (Present in Bold)

President	Udo Wagner
Past-President	Veronica Wong
President-Elect	Maja Makovec-Brencic
Vice Presidents:	
Conferences	Andras Bauer
Membership	Peter Verhoef
External Relations	Roland Rust
Publications	Sönke Albers
Treasurer	Gerrit van Bruggen
Ex Officio	Nina Payen Anne-Laure Marteaux
IJRM Editor	Eitan Muller & Jacob Goldenberg
JMB	Klaus Wertenbroch

NATIONAL COORDINATORS

Australia	John Rossiter
Austria	Melanie Zaglia
Belgium	Luk Warlop
Brazil	Mauro Laruccia
Canada	Susan Reid
Croatia	Durdana Ozretic Dosen
Denmark	Tore Kristensen
Finland	Kristian Möller
France	Arnaud de Bruyn
Germany	Henrik Sattler
Greece	Paulina Papastathopoulou
Hungary	Zsofia Kenesei
Ireland	John Fahy
Israel	Eitan Muller
Italy	Elisa Montaguti
Japan	Hirota Aoki
Korea	Kyuang Hoon Kim
New Zealand	Juergen Gnoth
Norway	Tor W. Andreassen
Poland	Maja Szymura-Tyc
Portugal	Claudia Simoes
Romania	Corneliu Munteanu
Russia	Olga Saginova
Serbia	Galjina Ognjanov
Slovenia	Vesna Zabkar
South Africa	Steven M. Burgess
Spain	Oriol Iglesias
Sweden	Anders Gustaffsson
Switzerland	Daniela Schäffer
The Netherlands	Tammo Bijmolt
Turkey	Elif Karaosmanoglu

U.K.	Bruce Hardie
U.S.A.	Gary L. Lilien
GUESTS	
EMAC Fellows	Gilles Laurent
EMAC 2014 Host	Enrique Bigne
EMAC 2013 DC	Thomas Otter
EMAC 2013 Regional	Maria Smirnova
NEW REPRESENTATIVES	
Australia	Elizabeth Cowley
Greece	Kalipso Karantinou
South Africa	Nic Terblanche
Ireland	Elaine Wallace
Israel	Vardit Landsman-Schwartz
Italy	Sara Valentini
Korea	Eunju Ko
Portugal	Paulo Rita

ACTION POINTS – EXECUTIVE COMMITTEE MEETING –4 JUNE 2013, ISTANBUL, TURKEY

Actions	Who	When
Point 2.1 on National Representatives Postpone to next meeting	Gary Lilien	To report at next Executive Committee
Send National Coordinators guidelines to National Representatives and gather their feedback	Anne-Laure	Immediate
Membership To send breakdown on membership per country to national representatives	Anne-Laure	Immediate
EMAC Executive Committee <i>Reinitiate the Executive Committee meeting in October on a different structure - 4-5 groups reflecting on specific issues.</i> To gather feedback via email from Executive Committee member on point above and consequently to confirm date of next Executive Committee in October in Brussels	Udo Wagner Anne-Laure	Immediate
External Relations – AMA-EMAC Event Roland to send the information and call when ready for distribution to EMAC members	Roland Rust	
EMAC Conferences <i>Guidelines for SIGs (Special Interest Groups)</i> To develop clear guidelines for the SIGS to be implemented for the EMAC 2014 Conference.	Andr�s Bauer Andr�s Bauer	Immediate Immediate

To communicate to Enrique Bigne, EMAC 2014 Conference to implement in the conference guidelines.	Anne-Laure	Immediate
Annual Conference- Social Events To discuss on reducing social events due to the cost for the conference host	Peter Verhoef	To report at the next Executive Committee

Decisions taken at the Executive Committee meeting – 4 June 2013

- **SIGs**
It was decided to develop clear guidelines for the Special Interest Groups.
- **EMAC Doctoral Colloquium**
 - o It was decided to allow an 'overbooking' by 2 students to cater for late cancellations
 - o Number of students overall on Doctoral Colloquium is 60 + 1 ANZMAC Best Paper winner

MINUTES

The President Udo Wagner opened the meeting by welcoming all members present. He welcomed the new members who have joined the Executive Committee.

Given the situation, Udo Wagner informed the Executive committee on the EMAC Conference update issued by the Steering Committee and Elif Karaosmanoglu explained what happened during the last days and the decisions taken.

1. Welcome

Minutes of previous meeting - May 2012, Lisbon

No points were raised and the minutes were approved.

Annex 1: Minutes of Executive Committee Meeting- May 2012- Lisbon

2. Issues requiring decisions

2.1. EMAC National Representatives – Changes of duties

In the absence of Gary L. Lilien, Udo Wagner, the President, proposed to postpone the issue to the next Executive Committee. Gilles Laurent proposed to send the guidelines for EMAC National Coordinators edited by Gary L. Lilien to the national representatives and ask them for proposals/ remarks/ comments.

2.2. EMAC Statutes & EMAC Executive Committee

Further to the decision to cancel the October Executive Committee Meeting two years ago, the EMAC Executive Committee has become more a report meeting. In the last Executive Committee Meeting, a discussion took place on the role of the Executive Committee. Further to that, a task force has been put in place to discuss whether the EMAC statutes should be changed regarding the General Assembly.

It was decided not to change the statutes as the task force was not in favour. In addition, the task force proposed to reinstall the October Executive Committee meeting.

At this Executive Committee meeting, Udo Wagner proposed to reinstall the October Executive Meeting in a different structure. Indeed, he suggested to divide it into small groups with specific topics to discuss. Gilles Laurent proposed that the small groups start working before the October Meeting and come up with a concrete propositions at the Executive Committee Meeting. Udo Wagner noticed that small working groups do not always increase participation and commitment.

Udo Wagner invited members to vote on the upholding of the October Executive Meeting. 9 were in favour, 8 against and others abstained. He suggested then to gather feedback from the Executive members via e-mail on that point and consequently, confirm the date of the next Executive Committee meeting in Brussels.

Udo Wagner also presented some ideas discussed in the task force group mentioned above. One might think about reducing the number of participants of the Executive Committee. A country would need to have 10 members instead of 5 currently, to have a delegate at the Executive Committee. Furthermore, small countries could merge and elect one delegate (i.e., regional chapter). Gilles Laurent proposed to keep the number of members at 5 as it is important for small countries to keep their representatives.

2.3 EMAC Fellows

Gilles Laurent briefly presented the process to become an Honorary Fellows: when EMAC Fellows retire, they become Honorary Fellow. They participate in meetings but cannot vote.

He then reported on the Fellow election and announced Veronica Wong and Luk Warlop's nomination as new Fellows. The election was approved by the Executive Committee.

3. Issues for reporting and updating

3.1. Elections

Udo Wagner announced the elections results as follow:

President Elect: Maja MAKOVEC BRENCIC

Treasurer Gerrit H. VAN BRUGGEN

National Coordinators

Australia : - Elizabeth COWLEY
Greece : - Kalipso KARANTINO
Hungary : - Szofia KENESEI
Ireland : - Elaine WALLACE

Israel :	- Vardit LANDSMAN-SCHWARTZ
Italy :	- Sara VALENTINI
Korea :	- Eunju KO
Norway :	- Tor ANDREASSEN
Portugal :	- Paulo RITA
Serbia :	- Galjina OGNJANOV
Slovenia :	- Vesna ZABKAR
South Africa	- Nic TERBLANCHE
Sweden :	- Anders GUSTAFSSON
Turkey :	- Elif KARAOSMANOGLU

He announced that Nina Payen, EMAC Executive Secretary, is stepping down as Executive Secretary. He welcomed Anne-Laure Marteaux as her successor.

3.2. EMAC Publications

Sönke Albers presented the Ethics Committee of Publication composed of Eitan Muller (co-editor IJRM), Ben Lowe (University of Kent), Marc Vanhuele (HEC France), Christoph Fuchs (Erasmus University, NL) and Sönke Albers (V.P Publications).

He presented Eitan Muller and Jacob Goldenberg as new editors of IJRM. He was also pleased to introduce Klaus Wertenbroch as editor of the 2nd journal of EMAC, the Journal of Marketing Behaviour (JMB).

3.2.1 International Journal of Research in Marketing

Eitan Muller reported on IJRM:

- Increase in number of area editors
- Number of submission approximately constant
- A new section has been created: the replication corner. In this section, researchers are invited to submit replications and 3 independent referees handle the entire process. It is supposed to be a quick review process. Replications are especially welcome for models / methods that have been introduced in well cited papers. So far, there have been 19 submissions.

Jacob Goldenberg presented the journal review policy: increasing desk rejections to 50/60% to reduce the load of the editorial board. For the period between the 1st October 2012 and the 10th May 2013, Jacob Goldenbergdesk- rejected 87 submissions and Eitan Muller 57.

Peter Verhoef suggested that IJRM and JMB collaborate for the replication section.

Annex 2: IJRM report

3.2.2 Journal of Marketing Behaviour

Klaus Wertenbroch briefly introduced himself and announced that the 1st issue of the journal will be launched in July 2014. The call for papers have already been sent out.

3.3. Membership

Peter Verhoef, V.P Membership reported that for 2013 the total membership has increased and is expected to keep growing. It is a new record. He pointed out a problem with New-Zealand and Canada and noticed that the Regional Conference also attracts people from Eastern European Countries. Arnaud de Bruyn commented on the French case and informed that several months before the conference, a campaign has been made. Consequently, the French membership increased by 20%.

Susan Reid gave some explanation on the decrease in Canadian membership. It might be due to budget cut and therefore, decrease in conference attendance.

Annex 3: Report from V.P. Membership

3.4. EMAC Communication Channels

Peter Verhoef, V.P Membership, announced that a new EMAC website has been launched (<http://emac-online.org>). A task force has been created to think on EMAC communication strategy.

3.5. External Relations

Roland Rust, V.P. External Relations, reported on four major initiatives that have been taken:

1. The EMAC McKinsey Marketing Dissertation Award: Sönke Albers, as V.P. Publications, chairs the jury and along with Roland Rust and two representatives of McKinsey. Roland Rust briefly explained the selection process: After a selection of 20 shortlisted papers (previously reviewed), the jury selected 3 finalists to present their papers at the EMAC Annual Conference in Istanbul.
2. The first joint event of EMAC and the AMA: Roland Rust announced that we are moving ahead with the EMAC-AMA joint event to be held in Rotterdam at Erasmus University in May 27-28 2014. The conference on Innovation & Marketing has 4 co-chairs (Gui Liberali, Eitan Muller, Stefan Stremersch and Roland Rust). Roland Rust already started to invite both practitioners and academics to present.

Eitan Muller commented that the AMA is larger than EMAC and that members are not academics so EMAC has to find out a way of being more attractive. Roland Rust is already trying to attract more practitioners to EMAC.
3. Special Issue of IJRM: In conjunction with the above conference, there will be a special issue of IJRM, edited by the co-chairs. A joint call for paper for both the conference and the special issue has been launched.
4. EMAC co-sponsoring a Global Marketing Conference in Singapore: KSMS is organizing the 4th biannual Global Marketing Conference in Singapore. EMAC will co-sponsor along with AMA and several Asian marketing associations. There will be no financial implication for EMAC as the co-sponsorship consists of branding.

Annex 4: Report from V.P. External Relations

3.6. Financial Report

In the absence of Gerrit Van Bruggen, Treasurer, Udo Wagner, EMAC President, reported briefly on the financials. On 2012, there was a predicted loss. Measures have been taken to control the situation:

- Increasing the membership fee
- Increasing the conference host contribution
- Stopping discounts on membership to PhD students attending the conference

2013 estimates show small profit.

Annex 5: Financial Situation

3.7. Conferences

Andr s Bauer, V.P. Conferences, reported on 2 issues to be solved:

1. Special Interest Group (SIG): there has been a controversy this year regarding the submission guidelines for the SIG. Indeed, people received contradictive information regarding the format of the paper to submit (full paper or abstract). The Special Interest Group might attract people from other fields than marketing and thereby interesting topics. These people might be interested in participating but not to submit 7 pages.

Andr s Bauer invited the Executive Committee members to give their propositions. Some suggestions were made:

- 1 page/paper
- Authors should submit a full paper but can choose to publish or not in the conference proceedings.

It was decided that clear guidelines have to be developed. Andr s Bauer will work on that to implement them for future conference, starting with the next year.

2. Regional reviewers: Andr s Bauer reported that for the 2013 Regional Conference, they encountered problems to recruit reviewers and that, along with the Organising Committee, he had to ask his colleagues to review papers. Therefore, for future Regional Conferences, he proposed to introduce the track chair system.

- Report on EMAC Conference 2013 in Istanbul

Elif Karaosmanoglu briefly reported on the 2013 conference: 596 papers have been accepted; 960 participants registered and 58 officially cancelled (up to June 4, 2013).

- Doctoral Colloquium 2013 in Istanbul

Thomas Otter, Doctoral Colloquium Chair, presented the Doctoral Colloquium objective, the organization team, the tracks (3 topics- consumer behaviour; strategy & internet marketing; marketing mix instruments), the levels (2: beginners & advanced) and the faculty members (3/ session). He highlighted the importance of having 3 faculty members per session. Regarding the submissions, the rate is stable (155 in total and 60 accepted) and the majority of them are in the consumer behaviour track. This year, 60 participants plus the ANZMAC Winner and 19 faculty members attended the Doctoral Colloquium.

Thomas Otter pointed out topics requiring smoothing:

- Strategic overbooking by 1 or 2 students to cater for late cancellations.
- Integrating the ANZMAC winner to the DC, on top of the 60 accepted students.

- CEE Regional EMAC Conference 2013

Maria Smirnova, the Organising Committee Chair, presented the venue of the Regional Conference 2013, the university and more specifically the Marketing Department which was created in 2005 and comprises 8 doctoral students, 4 professors, 4 assistant professors. 85 papers were submitted and the review process is still ongoing.

Annex 6: Report on 4th EMAC Regional Conference

- Arrangements for EMAC 2014 in Valencia

On behalf of Enrique Bigne, Oriol Iglesias, Spain National Representative, presented the venue, the Doctoral Colloquium and the Conference program, the website (already available) and the social events for the EMAC 2014 Annual Conference. Peter Verhoef proposed to reduce the social events as it has an important cost for the Conference Host and proposed to add this point on the next meeting agenda.

Annex 7: Report on 43rd EMAC Annual Conference

- EMAC 2014 Regional Conference

Maja Szymura-Tyc, the Organising Committee Chair, announced that the 2014 EMAC Regional Conference will take place from the 24th to the 26th of September in Katowice, Poland. She presented the venue place and more specifically, the Marketing Department.

Annex 8: Report on 5th EMAC Regional Conference

- EMAC 2015 Conference

In the absence of Luk Warlop, the point was postponed to the next Executive Meeting.

3.8. EMAC Fellows

Gilles Laurent thanked the assembly for their collaboration during his 3 year term as Dean of Fellows. He announced that he will be an Honorary Fellow after the Fellow meeting. He introduced Suzanne C. Beckmann as new Dean of Fellows.

4. Any other business

No points were raised.

5. Date and time of next meeting

- October 25, 2013, 10.00-16.00, Brussels, Belgium - **to be confirmed**

- June 3, 2014, 14.00 – 17.00, Valencia, Spain

ANNEXES:

Annex 1: Minutes of Executive Committee Meeting- May 2012- Lisbon

Annex 2: IJRM report

Annex 3: Report from V.P. Membership

Annex 4: Annex 4: Report from V.P. External Relations

Annex 5: Financial Situation

Annex 6: Report on 4th EMAC Regional Conference (to be add when received)

Annex 7: Report on 43rd EMAC Annual Conference (to be add when received)

Annex 8: Report on 5th EMAC Regional Conference (to be add when received)