



EMAC Fellows Meeting

Reykjavik – 24th May 2007

MINUTES

Present: Lutz Hildebrandt, Graham Hooley, Gilles Laurent, Peter Leeftang, Kristian Moller, John Saunders Berend Wierenga, József Berács, Gary Lilien, Jan-Benedict Steenkamp, Nina Payen

Apologies: Hans Kasper, Keith Blois, Klaus Grunert, Hans Muhlbacher, Lars-Gunnar Mattson, Piet Vanden Abeele, Susan Douglas, Suzanne Backmann, Hubert Gatignon, Michael Baker

Agenda

- 1 Opening, agenda
- 2 -Briefing by the EMAC President on the major current issues in EMAC
-Feedback from the EMAC fellows
- 3 Activities of the EMAC Fellows so far and discussion about other possibilities for
Contributing added value to EMAC (please contribute ideas)
- 4 Draft EMAC Fellows Constitution (see attached)
- 5 Miscellaneous
- 6 Closing

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

1. The agenda of the meeting was approved.

2. Feedback by EMAC President on major current issues in EMAC

József Berács thanked the EMAC fellows. It is his first time as EMAC president at the Conference. He mentioned that the current 'presidency' system (President-Elect, President, and Past President) is interesting as it maintains a continuity in the presidency. He reported that EMAC is in good shape. The membership situation is very positive; the number has been increasing – except for 2006 which was a transition year. The change in the membership fee structure implemented in 2006 brought membership down to 358 members.

In 2007 the situation is back to normal and we have a record members of 918 members (at May date).

He explained that the 2008 conference will take place in Brighton and not in Dublin as originally planned. UCD, originally conference host for 2008 withdrew their proposal to organize the 2008 EMAC Conference. The reason for the withdrawal was mainly due to the fact the UCD were no longer prepared to sign the conference contract.

József also talked about the important role of the EMAC national representative. He reported that the role of the national representative was discussed at the last executive Committee meeting in Brussels in October 2006, the national representatives were asked to do an analysis of the membership situation of their respective countries. The outcome of the analysis were the following:

- New routes for membership must be identified
- Diversification of EMAC activities
- National Representatives should follow up more closely on the membership situation of their respective countries, look at the loyal members.. There is at present a too low percentage of loyal members, only 11% of EMAC members.

He explained the future strategy of EMAC, will be mainly based on increasing the percentage of loyal members of EMAC

József reported briefly on the discussions on EMAC publications - the Newspaper, the Teaching Portal, the Journal. He mentioned that EMAC has now another publication—the Chronicle. He briefly explained the history behind the Chronicle; over the years the Chronicle changed from paper copies to electronic version (the Newspaper). However there was a need to go back to a more tangible product, hence the new papercopy of the Chronicle. He mentioned that the Chronicle can be a marketing tool also. It can help build up and retain loyal members. It is at the same time an annual report (the May Issue) but would also include some conceptual articles. The October issue will be more of a forum. There is a need to make this product more interesting.

Feedback from EMAC fellows

The EMAC fellows raised several points:

- Peter Leeftang recognised the important role of the national representatives and suggested that one of the tasks of the National Representative might be to identify a list of potential members and inform them about EMAC.
- The question of the increase in membership was raised. Is there a threshold? What would be an optimal member?
- Conference fee: suggestion was made to decrease the fee for the conference and give some reduction to PhD students, for example first time PhD students can get a 50% discount, for the 2nd time 30%. Berend Wierenga mentioned that when there is a choice, many choose to go to Marketing Science conference. Graham Hooley explained that at present EMAC gives a 50% discount to Doctoral Colloquium students who stay on for the main conference. EMAC also gives 10 bursaries to PhD students. Berend mentioned that this should be advertised more clearly.
- Conference track chair: Gilles Laurent explained that EMAC has created a good system of track chair. He stressed the point that EMAC should be very careful about the quality of track chairs. The special sessions give the opportunity to bring good colleagues in specific topics.
- Conference size: It is a general feeling that the conference is successful because it is a big conference. However EMAC needs to look more into quality instead of trying to get more people on the conference. There might be a conflict between quality and increase in

number of delegates; there is a need to rethink about the format of the conference. The conference should be more selective, smaller. The EMAC fellows agree that size should not be the main objective of the conference. People come to the conference to meet good people, not only from the U.S but also from well know European institutions. EMAC conference should be known for its quality.

Several ideas were put forward to improve the quality of EMAC conference

- solicit interesting researchers to come and present at the conference; ask each track chairs to invite one interesting speaker.
- Optimising the tracks – have panelist to discuss about state of the art, the future of marketing
- reconsider keynote speeches as part of the conference (as it used to be in the past) or a mix of track chair invitees and key-note speakers.
- Suggestion to have 3 segments in the conference:
 - Paper presentation
 - Poster session
 - Keynote addressees
- Opening ceremony: There is a need to have an ‘EMAC’ style. The opening ceremony should be official/formal in an auditorium with key note speakers.

József Berács then introduced the topic on publications. He reported briefly on the discussion on the EMAC publication raised at the Steering Committee meeting. One issue raised by some members of the Steering Committee is that many EMAC members cannot publish in IJRM. Consequently the possibility of an alternative journal was raised – either by creation of another journal or by acquisition of an existing journal. But in any case IJRM would remain the top journal.

Most of the EMAC fellows were of opinion that EMAC should not have another journal – which would be a 2nd level journal.

It is however recognized that EMAC should communicate more to its members. There should be more contact via a publication to the members from one conference to the other. Gilles Laurent suggested that EMAC can organize some electronic forum to attract a community of researchers (like teaching portal)

Berend Wierenga proposes to look at what other Associations are doing. EIASM can be of help in that matter.

3. Activities of the EMAC Fellows

a) Reception for Doctoral Students

The reception for doctoral students with the EMAC fellows at the close of the doctoral colloquium was much appreciated by the students.

b) Article for EMAC chronicle

Berend Wierenga has contributed to the first issue of the Chronicle.

c) Involvement in the Teaching Portal

EMAC fellows can help Manfred Kraft to get chairs for the Teaching portal. Manfred should approach the fellows with his needs.

d) Doctoral Colloquium: It is recognized that the Doctoral Colloquium is an important asset to EMAC. The Beginners track introduced last year was very successful. There might a possibility to increase this Beginners group.

It might also be interesting to create alumni for Doctoral Colloquium students.

4. Draft of EMAC Fellows constitution

Berend Wierenga presented the draft for an EMAC Fellows constitution. The draft was reviewed and updated.

There being no further point, the meeting was adjourned.